# Shepherds

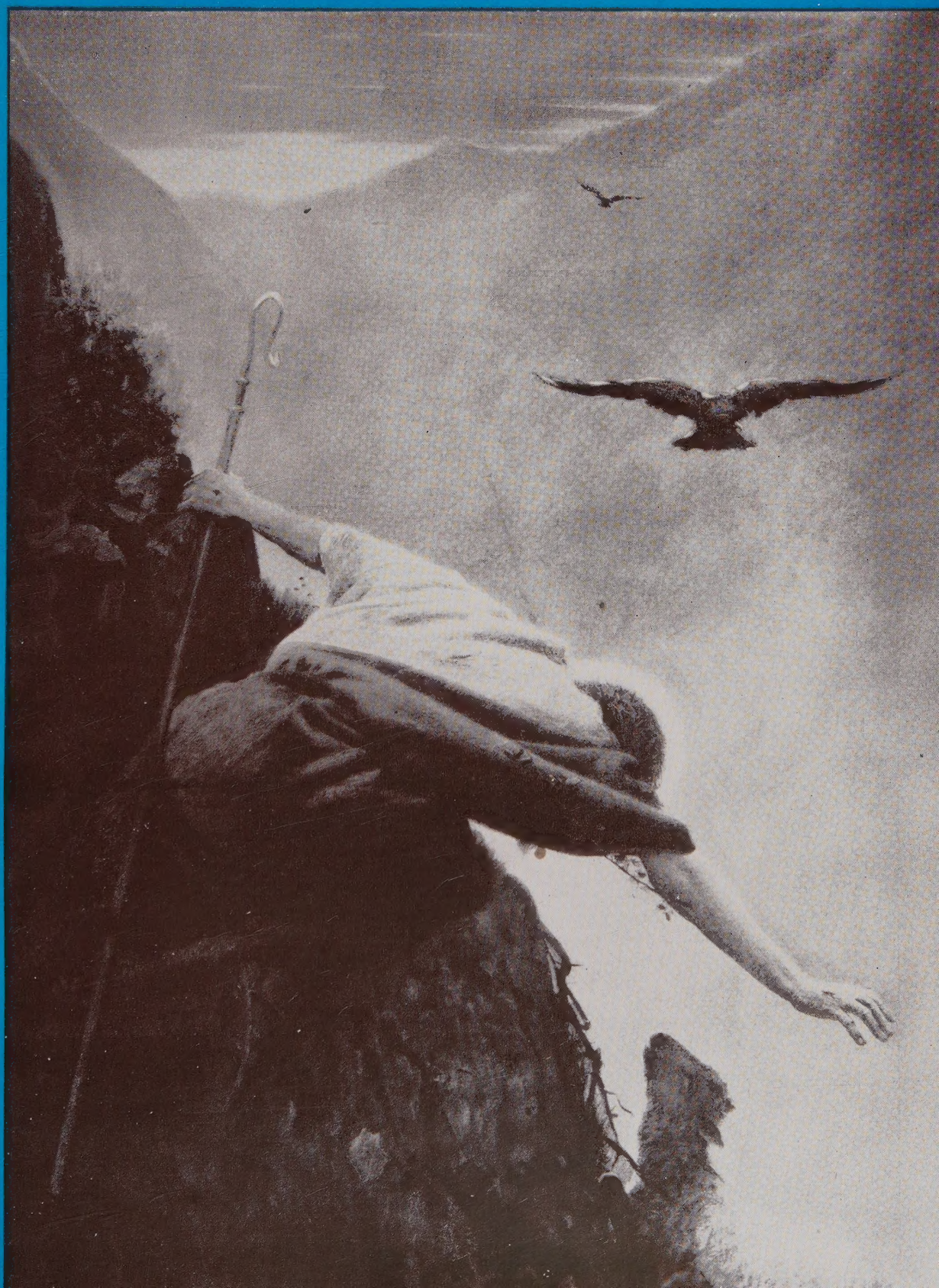
SEPTEMBER, 194

AMERICA FOR CHRIST

UNITED

VANGELISTIC

ADVANCE



The Lost Sheep"
Alfred U. Soord

# USE EVANGELISTIC LITERATURE

Evangelize The World Now!
See You IN CHURCH Sunday
EVANGELISTIC PREACHING
A Protestant Primer
The Reality of A Methodist Christian
Essentials of Evangelism
The Methodist Primer
THE PATTERN OF A CHURCH
A Word to New Members
Why I am a Protestant
Your Home and God
Your Home and Your Church
Laymen Visit for Christ and His Church

The best money that a church spends is that which it spends for evangelistic materials—materials to win persons and to train members to win persons to Christ; materials to bring persons to church, and to deepen the spiritual life of church members.

Wise churches underwrite evangelistic literature from the church budget and have evangelistic materials available at all times.

TIDINGS provides a literature service for pastors and churches at low cost. Most of these materials are non-denominational and may be used with profit by any church. Those that are denominational tell you so in their titles.

Booklets, describing some of these materials, are included with this magazine as follows:

1. "See You in Church Sunday," including World Wide Communion materials;
2. Visitation Evangelism materials, including the new Turn-Over Charts and Filmstrip.

**Pastors, church treasurers, and evangelism committees may order materials from TIDINGS on an open charge account.**

Make TIDINGS your evangelistic literature headquarters.

Make SHEPHERDS your evangelistic magazine, and place it in the hands of every member of the committee on membership and evangelism, from church funds.


SHEPHERDS
September, 1949
Vol. 3—No. 11

Geo. H. Jones, *Editor*
D. E. Jackson, *Business Manager*

TIDINGS, 1908 Grand Avenue,
Nashville 4, Tennessee

Subscription price, $1.50 per year. Churches may subscribe for the members of their Membership and Evangelism Committees, looking toward the building up of their membership and a constructive program of evangelism, at the rate of seven subscriptions for $10.00.

Single copies, 15c. Quantity orders of a single issue, as long as the supply lasts, 10c each.

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Printed in U. S. A.

*Let the Pastor and Committee on Membership and Evangelism examine these pages with care*

## *Advance through Evangelism*

**Beginning**

**World Wide**

**Communion Sunday**

**October 2, 1949**

**Fifteen**

**Great Months**

**through**

**December 31, 1950**

## *and a Deepening of the Spiritual Life*

**"If the 38 or 40 denominations that are actively cooperating in the United Evangelistic Advance will go all-out for Christ and put His Kingdom first, this land of ours will witness within the next few months the mightiest advance of spiritual forces and the greatest tides of spiritual power unleashed since Pentecost.**

**"The Spirit of God is willing . . . and waiting.**

**"Let the first half of this 20th century close with America committed as never before to righteousness and peace, to Christ and His kingdom."**

### *Enrich the spiritual life—Put a helpful leaflet or book in every home*

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|---|---|---|
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| _____ | WHY I AM A PROTESTANT, by Roy L. Smith | 5¢ each; $4.00 per 100 _____ |
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*World Wide Communion and "See You in Church" materials listed on blank in back of magazine*

**Make the United Evangelistic Advance a real advance in your church**

**Find prospects Win them to Christ Develop spiritual life of all members**

_____ **TURN OVER CHARTS,** "They Went Forth—Two by Two" prepared by Dawson C. Bryan
118 poster-size pages for pastors to train laymen in visitation evangelism. Four training sessions. The set, $12.00 _____

_____ **SOUND FILMSTRIP,** "Bringing Christ to the Home," professionally prepared
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_____ **A WORKABLE PLAN OF EVANGELISM,** book by Dawson C. Bryan for pastors $1.50 _____

_____ **A HANDBOOK OF EVANGELISM FOR LAYMEN,** by Dawson C. Bryan, for visitation workers 50¢ each _____

_____ **EVANGELIZE! WHY?,** by E. Stanley Jones 10¢ each; 12 for $1.00 _____

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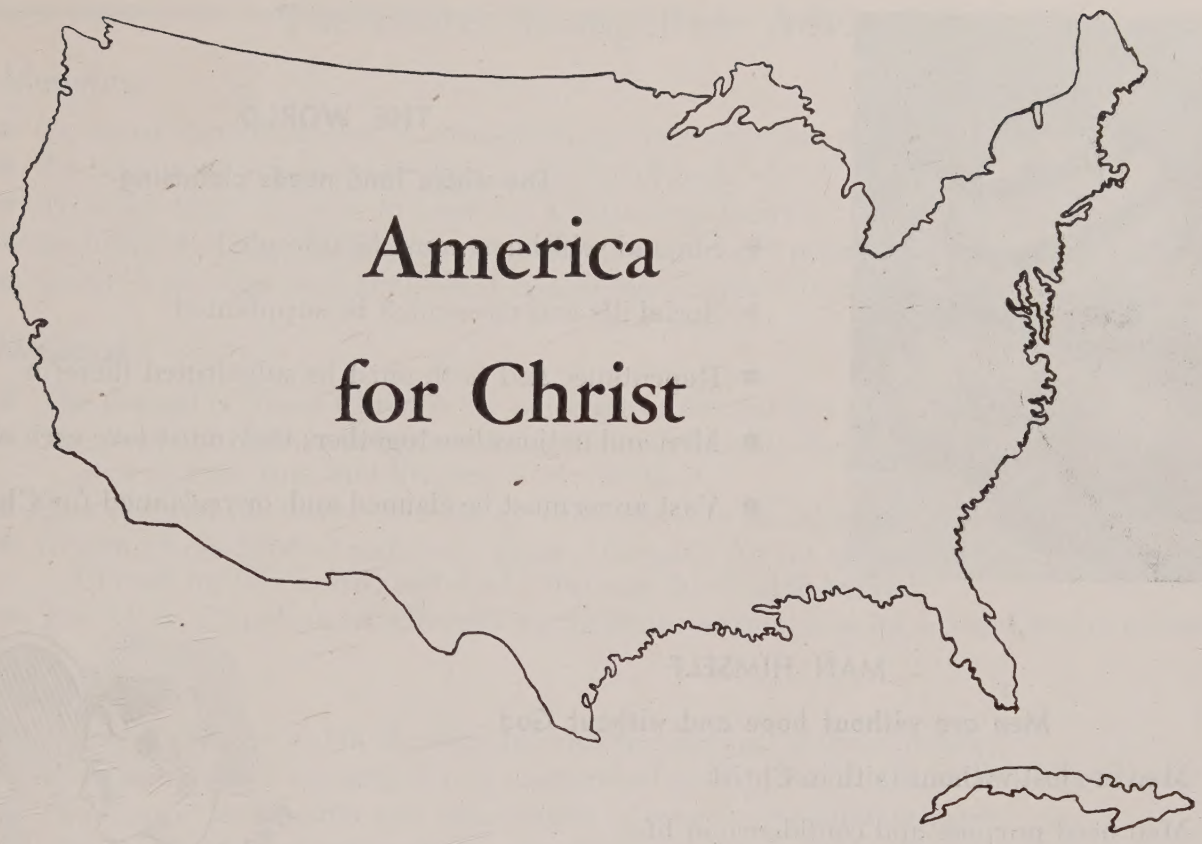
*For Survey and Visitation Evangelism cards and folders see next Shepherds*
**or drop TIDINGS a postal for visitation materials booklet**




# THE UNITED EVANGELISTIC ADVANCE

## October 2, 1949 Through December 31, 1950

37,000,000 members of 38 Protestant denominations will march together under the banner "America for Christ" during the 15-month period that closes the first half of the 20th century.

Other denominations with other millions of members likewise will have enlarged programs of evangelistic advance at this time, and under God the result should be the mightiest advance of Christian America in the 20th century.

We are workers together with God to bring the Gospel of Jesus Christ to all men, by all means and methods, and to make the mightiest spiritual impact ever made upon America.

Every pastor, every committee on evangelism, every official, and every spiritual leader in the local church—in fact, every Christian—will gird himself to witness for Christ to do his own task in his own place in his own way.

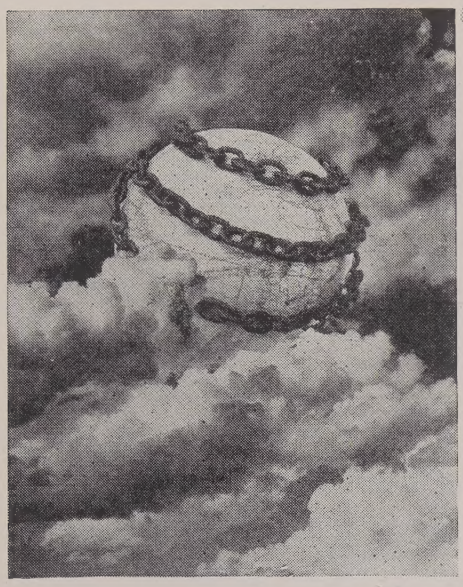
## THE CALL

***From Christ***—**The Call is from Christ Himself**

- "The Son of Man is come to seek and to save that which was lost."
- "As my Father hath sent me, even so send I you."
- "Go out into the highways and hedges, and compel them to come in."

***The Church***—**The Church needs to be saved**

- The Church needs to be saved from complacency and impotence to its God-intended purpose of being light and power and salvation to the world
- There must be a genuine revival of Christianity on a national and world scale.
- The Church has an inescapable obligation to evangelize the world.



## THE WORLD

### The whole land needs cleansing

- Sin and selfishness must be uprooted
- Social ills and vices must be supplanted
- Repentance and faith must be substituted therefor
- Men and nations live together; they must love each other
- Vast areas must be claimed and/or reclaimed for Christ

## MAN HIMSELF

### Men are without hope and without God

- Men are lost without faith in Christ
- Men need purpose and confidence in life
- New life in Christ by faith and obedience is imperative

In Christ and Christ alone is there hope—and help—for man
There is no other name under heaven whereby we can be saved

# THE TIME IS *Now!*

- To win this world for Christ we do not have forever
- Spiritual power must supersede and control atomic power
- There is much power in the atomic bomb
- There is more power in faith and love

The Gospel of Jesus Christ is the power of God unto salvation

**We Must Evangelize the World Now**

# The United Evangelistic Advance

## The Meaning

- To assist denominations in strengthening their churches spiritually and numerically
- To help them achieve their own evangelistic goals
- To assist local churches to work for Christ cooperatively
- To bring the Gospel of Christ with united impact to all persons in local communities
- To work through local ministerial associations, councils of churches, etc.

## The Message

- The Gospel of Jesus Christ is the one hope of our sad and distraught world
- The power of God is available to those who will humble themselves, believe the Gospel, repent of their sins, and live and work for God
- God so loved the world that He gave His Son for its salvation
- God in Christ lived as man lives, made atonement for sin, conquered death, established the Church by His Spirit, and works through the Church today
- The whole Church must witness for Christ, in worship, in word, in deed, and in fellowship

## The Mission

- The spiritual renewal of the ministry and membership of the churches
- The reaching and winning of vast unchurched multitudes for Christ and His Church
- The careful instruction and assimilation of every new church member
- The enlisting of all non-resident members in churches where they now live
- The spiritual transformation of persons and the development of real Christians

## Committee Directing the United Evangelistic Advance

Front row (left to right), Rev. W. C. Timmons, New York; Rev. Samuel Shoemaker, New York; Rev. Arnold M. Lewis, New York; Rev. Oliver deW. Cummings, Philadelphia; Rev. Fred C. Schweinfurth, Cleveland; Rev. O. T. Deever, Dayton, O.; Rev. H. H. Thompson, Atlanta, Ga.; Rev. Weldon Crossland, Rochester, N. Y.; Rev. George H. Jones, Nashville, Tenn.; Rev. J. Manning Potts, Nashville, Tenn.; Rev. Dawson C. Bryan, Nashville, Tenn.

Second row, Rev. Charles E. Matthews, Dallas, Texas; W. S. Dacons, Charlotte, N. C.; Rev. J. W. Golden, Memphis, Tenn.; Mrs. Hilda L. Ives, Portland, Maine; Dr. Edwin T. Dahlberg, Syracuse N. Y., chairman of the Department of Evangelism; Rev. E. G. Homrighausen, Princeton, N. J., chairman of the Crusade Committee; Dr. Jesse M. Bader, New York, executive secretary of the Department of Evangelism; Mrs. Murdoch MacLeod, New York; Rev. C. Franklin Koch, New York; Rev. Willard M. Wickizer, Indianapolis, Ind.; Rev. Albert E. Kelly, Pittsburgh, Pa.

Standing: Rev. Gordon Schroeder, Syracuse, N. Y.; Rev. George Sweazey, New York; Rev. R. H. Mueller, Dayton, O.; Rev. R. D. Lechleitner, Columbus, O.; Rev. R. E. Lesher, New York; Rev. C. P. Rasmussen, Chicago; Rev. Jacob Prins, Grand Rapids, Mich.; Rev. Elmer Freenan, Chicago; Rev. James L. Stoner, New York, Director, University Christian Missions; Rev. Harry W. Zechman, Harrisburg, Pa.; Rev. C. L. Hussey, Baltimore, Md.; Rev. H. H. Kalas, Chicago, Director, National Christian Teaching Mission; Rev. Walter E. Woodbury, New York.

# THE METHODS

## Community Religious Census

- A careful interdenominational survey adequately made and adequately followed up. We must reach the *last* of the least and the lost.

## United Prayer

- There must be a revival of prayer in all the Churches
- Ministers are to remember each other in prayer every Saturday night at 8:00
- Small prayer groups or cells should be formed in every local church
- United meetings for prayer should be held in every community during the Universal Week of Prayer, January 1-8, 1950

## World Wide Communion

- Every local church observing World Wide Communion Day on the first Sunday in October, seeking to secure the presence of every resident member

## Church Attendance Crusade

- A Church Loyalty Attendance or "See You in Church Sunday" Crusade in every church beginning World Wide Communion Sunday and continuing five or more Sundays

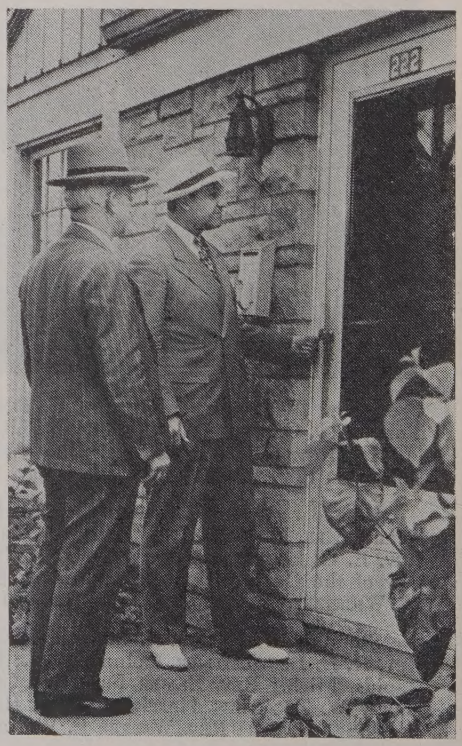
## Reformation Day Observance

- Every church observing Reformation Day the last Sunday in October with message on what Protestants believe and why

## Special Seasons of Ingathering

- World Wide Communion Sunday
- Advent and Christmas Season
- Lent and Easter Season
- Pentecost

Each of these days or seasons should climax an evangelistic program



## Visitation Evangelism

- Every church should have a Week of Visitation Evangelism at least three times during the 15-month United Evangelistic Advance. Recommended times are
  - —During autumn of 1949 (October or November)
  - —Between New Year's and Easter, 1950
  - —During autumn of 1950
- This evangelistic method has proved the most fruitful in reaching the unchurched in recent years
  - —Many communities should conduct visitation evangelism unitedly
  - —Many churches should have continuous program of visitation evangelism, with workers visiting two by two at least once a month

## Preaching Missions

- Preaching Missions or Revival Meetings should be held in every church, lasting at least Sunday through Sunday
- A Week's Preaching Mission might profitably follow a Week of Visitation Evangelism, to reach and help assimilate the new members as well as to revive the whole membership spiritually

## Simultaneous Preaching Missions

- There is greater community impact and effectiveness when every local church in a community holds its Preaching Mission at the same time

## United Preaching Missions

- A United Preaching Mission brings all the churches together in a central place each evening to hear the same speaker.
- This kind of Mission has its value, but should not displace the Preaching Mission in a local church itself. There is room for both during the year.

## Ten-Day Combination Evangelistic Crusade

- This plan combines several methods
  - —Special Preaching Services
  - —Visitation Evangelism by Trained Workers
  - —Week-end Evangelistic Program for Youth
  - —Community Outreach for the Unchurched
    - by radio, movie trailers, newspapers, talks in school, luncheon clubs, jails, factories, street preaching, etc.

E. STANLEY JONES

**This outstanding Christian leader of America and India will spend the entire fifteen months of the United Evangelistic Advance in America in Preaching Missions. His schedule is already completed for this fall, and the Federal Council is now booking his engagements for 1950.**

H. H. McCONNELL

**Director of Visitation Evangelism for the Department of Evangelism of the Federal Council of Churches.**

## Transferring Non-Resident Members

- Every church to inform other churches where its members have moved
- A special effort by every church to enlist for local membership every church member in its community

## Assimilation of New Members

- Give a reception for the new members for acquaintance and fellowship
- Place each new member in some group where he may make friends and find a place of service
- Provide daily devotional material for use by the individual and in his home
- Urge regular church attendance, daily prayer and Bible reading, and regular giving
- Provide classes for training in church membership and for understanding of what it means to be a Christian and a member of the Church

**Four speakers from other lands who will be heard in American cities in Preaching and University Missions: (left to right) Dr. T. Z. Koo of China; Dr. Bryan Green of England; Dr. Baez-Camargo of Mexico; and Bishop Stephen S. Neill of the World Council of Churches, Switzerland.**

Three leaders of the United Evangelistic Advance: (left to right) Dr. Edwin T. Dahlberg, Chairman of the Federal Council's Department of Evangelism, and First Baptist Pastor, Syracuse, N. Y.; Dr. E. G. Homrighausen, Chairman of the United Evangelistic Advance, and Professor Princeton Theological Seminary; and Dr. Jesse M. Bader, Executive Secretary of the Federal Council's Department of Evangelism.

## National Christian Teaching Missions

Eight-day projects in educational evangelism, sponsored by the International Council of Religious Education and the Federal Council of Churches, with a four-fold program:

- A community-wide religious census
- A self-study by each church of its program, capacities, resources
- A fellowship cultivation program to bring each person on its responsibility list into some fellowship group in the church
- An enlargement plan to expand its program for increased usefulness and larger membership

(Write National Christian Teaching Mission, 206 South Michigan Ave., Chicago)

## High School Missions

- These Missions begin on a Monday morning in a high school and conclude on Thursday evening with a mass meeting for youth in a church for commitment of life to Christ

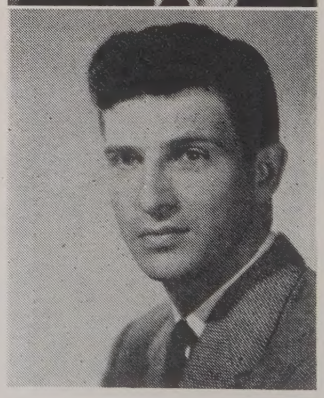
(Write Federal Council of Churches, 297 Fourth Avenue, New York 10, N. Y., or International Council of Religious Education, 206 South Michigan Ave., Chicago)

## University Christian Missions

- These Missions begin on a Sunday and conclude on the following Thursday evening.
- From four to twenty outstanding Christian leaders speak, hold open forums, counsel, etc., in a planned and intelligent effort to win college and university students for Christ

(Write University Christian Mission, 297 Fourth Avenue, New York 10, N. Y.)

Below:
Dr. H. H. Kalas, Director of the National Christian Teaching Missions.
Rev. James L. Stoner, Director of the University Christian Missions.



## THE HOLY SPIRIT

### Amsterdam said—

- It is not within the power of men alone to create a new evangelistic movement
- The Holy Spirit is He who empowers, directs, and works
- He has from time to time quickened the Church with power from on high
- Without His power, Christians are powerless
- Without His presence, we are inadequate and insufficient to evangelize the nation
- What matters most is that we should be available for His use
- It is required of us that we be found faithful

## IT IS UNITED

The leaders of evangelism in forty denominations have worked out this program together. It is their program.

The distinguishing characteristic of the United Evangelistic Advance is the fact that the Churches will work together at their evangelistic tasks, will engage interdenominationally, unitedly and/or simultaneously on the community level, in a concerted witness to the Gospel. The total resources of the Christian Church will be organized to meet the total need of the communities.

This does not mean that we forego our denominational programs of evangelism, but it does mean that for fifteen months, and thereafter, pray God, we will unite and/or synchronize our denominational programs of evangelism to bring the total impact of our Christian witness upon the people of this nation and our secular, semi-pagan culture.

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***The Evangelistic Advance in Some Representative Churches***
***—Read them all. Then pray and plan and work for evangelism in your church and community—***

# The ADVANCE and The Evangelical and Reformed Church

**by Fred C. Schweinfurth**
**Executive Secretary, Commission on Evangelism**

The Evangelical and Reformed Church calls upon every constituent congregation to be a part of this Advance Movement of United Protestantism.

### The Local Church

There are unlimited possibilities of this program of Gospel impact and outreach. This advance must begin in, and continue through, the local church. There is nowhere else it can begin. Every pastor and every congregation must be completely committed to this program and its implementation. Otherwise we shall fail to make our contribution toward the evangelization of our nation.

### Cooperation on Community Level

We call upon our churches therefore, to co-operate with other churches on a community level in (1) Preaching Missions and (2) Lay Visitation Evangelism, and also in (3) National Christian Teaching Missions wherever the latter is scheduled for a community. Participation in these united simultaneous endeavors will give evidence of an ecumenical spirit and serve as a channel for the release of spiritual power through united Protestantism in a community.

### Churches Going It Alone

Where such united or simultaneous endeavors are not feasible or possible, we call upon our churches to "go it alone" by carrying out such phases of the program as meets the particular needs of the parish.

We ask that *every* church

1. Put forth increased effort to accomplish the threefold objectives of our own Evangelism Advance program: Spiritual Enrichment, Membership Enlistment, and Church Enlargement;
2. Endeavor to obtain a 12% increase in total accessions in 1949 and 1950 on the basis of the previous year's membership, using whatever methods of outreach are most acceptable and adaptable to local situations;
3. Give special emphasis to the assimilation and conservation of new members, and follow-up those who move to new communities; and
4. Seek by every acceptable means to reactivate the inactive member, to carefully shepherd the entire flock, and enlist the non-resident member in the local congregation.
5. Undergird the Advance with spiritual power derived through fervent importunate, intercessory prayer.
   - Enroll members in the ***Fellowship of Devotion***
   - Organize small groups for stated prayer services in the homes and/or in the sanctuary

Helps for these phases of evangelism are available to our pastors.

# Northern Baptists

## And the United Evangelistic Advance

**by Walter E. Woodbury**
**Secretary of Evangelism**

The Northern Baptist Convention at San Francisco unanimously endorsed the United Evangelistic Advance and called upon pastors, churches, and denominational leaders to participate wherever possible.

Northern Baptists have just finished two years of a Crusade for Christ through Evangelism when we did our best to win people for Christ and the Church, working largely through our own organization. Now we are saying, "Let's go after those we could not win on our own as Baptists and approach them unitedly with other evangelical Christians." We give some of this visible evidence of our cooperation:

1. The printed letterheads of our Department of Evangelism carry the United Evangelistic Advance seal and symbol.

2. At our National Assembly grounds at Green Lake, Wisconsin, there is a huge map, 13 feet by 7, with the slogan "United Evangelistic Advance 1949-1950, Northern Baptists Cooperate with 39 Other Denominations." This map lists cities where interdenominational campaigns will be.

3. The Secretary of Evangelism for Northern Baptists will give leadership in some of these interdenominational efforts.

4. In Ten-Day Cooperative Crusades this past year (a Northern Baptist plan combining special evangelistic preaching, home visitation evangelism, youth week-end evangelism, and community outreach), Baptists generally invited cooperation of other evangelical Christians, and in some communities more churches of other denominations cooperated than did Baptist churches.

5. Wherever Northern Baptists have made plans for simultaneous all-Baptist programs of evangelism in cities or counties, they are being urged to expand and make the efforts all-Protestant wherever possible.

6. A series of Pastors Conferences under Elton Trueblood in early 1950 set up across the continent originally for Northern Baptist pastors, will be opened to all pastors who care to attend.

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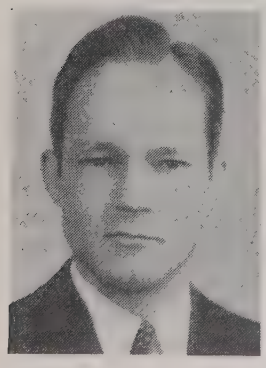


# Presbyterian Church, U.S.A.

## and the United Evangelistic Advance

**by George E. Sweazey**
**Secretary, Department of Evangelism**

NEW LIVES FOR THE NEW AGE

"If any man be in Christ, he is a new creature."

1. *Neighborhood Religious Census*

Local congregations are being urged to arrange with neighboring churches of other denominations to conduct community surveys. Wherever a survey is being conducted under the National Christian Teaching Mission our churches will be taking a very enthusiastic part.

2. *Following-up the Census*

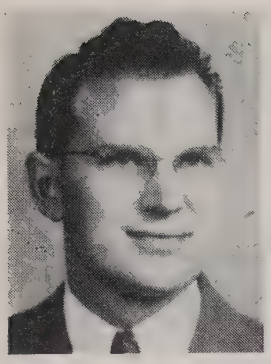
Many a neighborhood census has had as its result only a dust-collecting stack of cards. We are therefore urging our churches to plan first how they will use the result of such a survey. To help them in this we are providing separate programs for the organizations for men, women, young people, and the church school. These specify in very definite detail just how these organizations may approach the prospects discovered by the census, how they may bring them into their fellowship and prepare them to profess a living faith in Jesus Christ and to become members of His Church.

3. *Visitation Evangelism*

Our churches will be cooperating in the Visitation Evangelism Program of the United Evangelistic Advance. In communities away from the centers where this Advance comes with its main programs, we are trying to encourage the holding of interdenominational visitation programs with the churches getting together for training and the sense of a great united approach to the secular community.

4. *Preaching Missions*

Our churches will be taking an enthusiastic part in the Preaching Missions led by Dr. Stanley Jones. In the communities he will not reach, we are encouraging our churches to set up their own preaching missions in cooperation with the other denominations.



# The Disciples of Christ

## and the United Evangelistic Advance

by Spencer P. Austin
Secretary of Evangelism

### The United Evangelistic Advance

The Disciples of Christ gave formal approval to the United Evangelistic Advance in their 1947 International Convention at Buffalo, New York. All major plans in evangelism have been synchronized with the major emphases of the Advance.

1. The provision of our full quota of qualified, trained and and experienced, Disciples' leadership to direct National Christian Teaching Missions and International Visitation Evangelism Campaigns during the Advance.
2. The encouragement of local congregations to participate in all interdenominational projects held in their respective communities, in connection with the Advance.
3. Encouragement of and participation in community religious surveys during the fall of 1949.
4. A major presentation of the Advance by Dr. Jesse M. Bader in the International Convention in Cincinnati, Ohio, October 1949.

### Synchronized with the Advance

1. Church Loyalty Month during October 1949 with commitments to family worship. Sunday school recruitment, and personal evangelism.
2. Community-wide census during the fall, 1949.
3. Family evangelistic emphasis during the holiday season, Thanksgiving to Christmas.
4. January 1950, teacher-pastor conference on evangelistic opportunities in the Sunday school.
5. Non-resident member month during February 1950.
6. Pre-Easter evangelistic project, "On to Victory" lifting up fellowship visitation during February and visitation evangelism during March, with special evangelistic services leading to Easter, April 9, 1950.
7. Follow-up on prospect lists between Easter and Pentecost 1950.
8. Fall emphasis similar to that of 1949.

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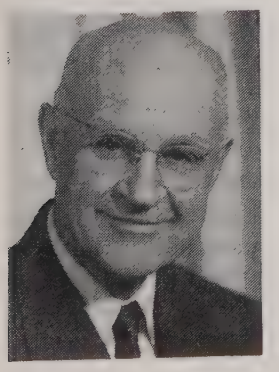


# The Evangelical United Brethren

## and the United Evangelical Advance

by O. T. Deever, Executive Secretary

### Ten Minimum Essentials

We call upon every local church to engage in ten activities during this fifteen-month crusade. To conquer for Christ and the Church will require these basic things. To have spiritual victory and win the fight against sin, ungodliness and worldliness, there must be an ingathering of souls who are born again.

1. Utilize the Committee on Evangelism to plan and carry out this continuous and on-going program of evangelism.
2. Observe World Communion Sunday.
3. Use October for a church attendance crusade.
4. Cooperate in interdenominational Preaching Missions, Visitation Campaigns, and Teaching Missions whenever and wherever practicable.
5. Conduct at least one Revival Meeting or Preaching Mission each year.
6. Have at least one Visitation Evangelistic effort each year.
7. Make a concerted effort to strengthen the Sunday School.
8. Observe January as Youth Evangelism Month.
9. Observe Evangelism Sunday on February 12, 1950, through the distribution of literature and other evangelistic means.
10. Hold one or more minister's classes in Christian doctrine, catechetical instruction, or church membership.

Each of these Ten Minimum Essentials should be emphasized annually. Therefore, several of them should be carried out twice during the 15-month period of the United Evangelistic Advance.

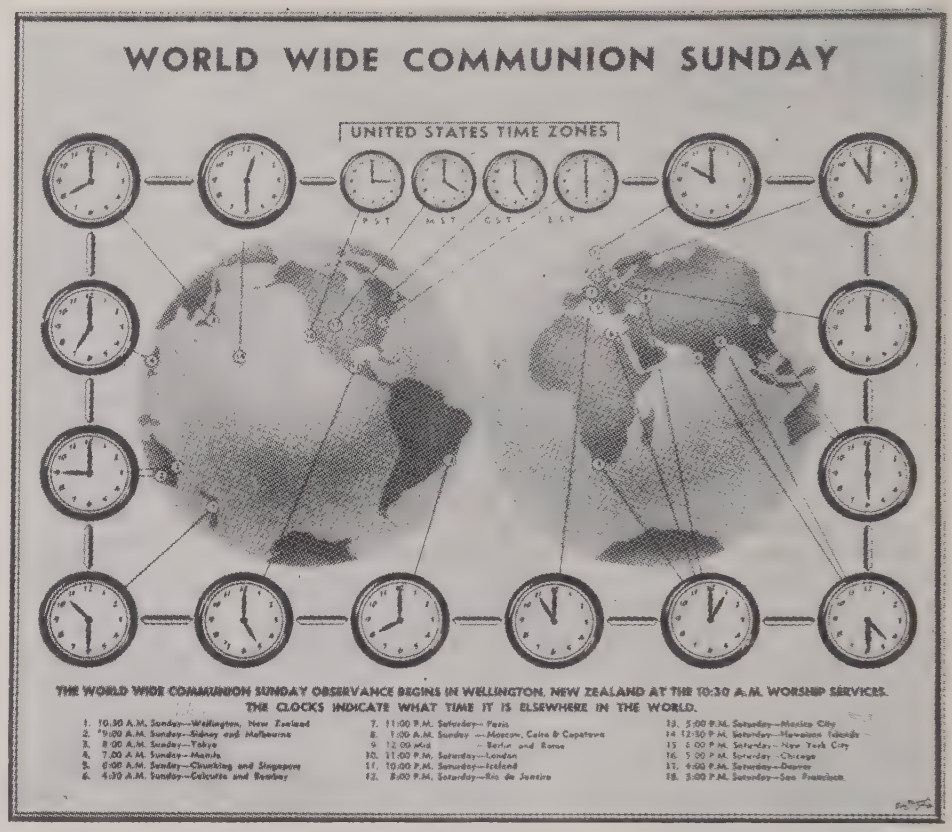
# WORLD WIDE COMMUNION IS WORLD WIDE

## Sunday, October 2

SUNDAY, October 2, will be a significant day in the calendar of the churches and around the world. It is the tenth anniversary of the observance of World Communion Sunday. In America it is the day also for the launching of the United Evangelistic Advance, and a Loyalty Attendance, or "See You in Church Sunday" crusade.

This observance is world-wide, as Christians of many lands join in fellowship about the Lord's Table, to remember Him Who is the Head of His Church and the Redeemer of all men everywhere. All Christians are one in Him and this unity of faith and love in the one Lord and Saviour is expressed in the presence of His people about the Holy Table.

Following every observance of World Communion Sunday, letters are received which indicate the scope and significance of the day in many lands:


WORLD WIDE COMMUNION SUNDAY
UNITED STATES TIME ZONES
PST
MST
CST
EST
THE WORLD WIDE COMMUNION SUNDAY OBSERVANCE BEGINS IN WELLINGTON, NEW ZEALAND AT THE 10:30 A.M. WORSHIP SERVICES.
THE CLOCKS INDICATE WHAT TIME IT IS ELSEWHERE IN THE WORLD.
1. 10:30 A.M. Sunday—Wellington, New Zealand
2. 9:00 A.M. Sunday—Sidney and Melbourne
3. 8:00 A.M. Sunday—Tokyo
4. 7:00 A.M. Sunday—Manila
5. 6:00 A.M. Sunday—Chungking and Singapore
6. 4:30 A.M. Sunday—Calcutta and Bombay
7. 11:00 P.M. Saturday—Paris
8. 1:00 A.M. Sunday—Moscow, Cairo & Capetown
9. 12:00 mid—Berlin and Rome
10. 11:00 P.M. Saturday—London
11. 10:00 P.M. Saturday—Iceland
12. 8:00 P.M. Saturday—Rio de Janeiro
13. 5:00 P.M. Saturday—Mexico City
14. 12:30 P.M. Saturday—Hawaiian Islands
15. 6:00 P.M. Saturday—New York City
16. 5:00 P.M. Saturday—Chicago
17. 4:00 P.M. Saturday—Denver
18. 3:00 P.M. Saturday—San Francisco

### From South America

"Members of all the churches throughout the country gathered around the Holy Communion Table, in one spirit with the Lord and our brethren around the world."

### From Germany

"This is a wonderful idea that the Christians in all the world join spiritually at the Table of their Lord and rejoice at being allowed to have so rich a brotherhood."

### From Syria

"Our churches are now familiar with this observance from previous years and, while we do not have definite reports from many of the churches, I know from informal reports that have come in that many of the churches join in the observance."

### From Armenia

"In my own congregation we had 110 people at this service and you can judge of the excellence of this participation when I tell you that the average attendance of last year at the church service was 80. Both this congregation and the Arabic and Armenian congregations throughout the country were inspired by the thought that they were joining in a great world expression of our common faith in the one Lord and remembering Him together."

### From Ireland

"I am glad to report that the Annual Conference of the Methodist Church in Ireland recommended that all the churches observe World Communion Sunday. General reports indicate that it was widely observed and that there is increasing interest in it."

### From Greece

"I will be pleased to take the leadership and responsibility this year for the observance of World Communion Sunday in my country. The day was observed quite widely last year."

### From Peru

"In Lima communion services were held in the native churches and a special service was celebrated at the Union Church for the English-speaking community. This was well attended and apart from the numbers, which constituted a record for us, the service was a notable high water mark in real Christian fellowship. The officiating minister was a Methodist, the Stewards were business men, Em-

**On World Communion Sunday, the Lord's Table is 25,000 miles long**

**Many letters from many lands testify to the World Wide Observance of World Wide Communion Sunday, says Dr. Jesse M. Bader, Secretary of the Department of Evangelism, Federal Council**

bassy officials and missionaries of different denominations. The communicants represented the most diverse backgrounds, both as to nationality and religious connections. In the rest of the country, communion services were held also."

### From Canada

"It has become a custom each year throughout our church (The United Church of Canada) to observe this Sunday and all our ministers are very much interested in making it a significant occasion."

### From the United States

"Yesterday at our World Communion Service we had the largest attendance in our history. The capacity of the church was not sufficient. Truly, it was a challenging time and presented an unmatched opportunity to have fellowship with all those around the world who love and serve our Lord Jesus Christ."

### All Over the World

Other letters indicate that there is scarcely a mission field where the Table is not spread on World Communion Sunday. Still other letters have been received from the Gold Coast of Africa, South Africa, and the Congo, Alaska, and the Islands of the Sea. Our Protestant Chaplains on land and sea, together with their soldiers and sailors, are a part of this world fellowship. Here in America, from the lakes to the gulf and from the Atlantic to the Pacific, both urban and rural churches are a part of this world-wide fellowship at the Lord's Table.

### Your Church

Union communion services are not contemplated on this day. Each local congregation is expected to secure the attendance of every one of its resident members at its own Communion Table. The aged and the sick should not be overlooked but should have the Holy Communion taken to them on this day in order that they may be included and feel a part of this world-wide fellowship.

The success of

## WORLD WIDE COMMUNION SUNDAY

and of the attendance on this and on successive Sundays throughout the autumn months will be determined largely by the materials used.

Unless your church will receive a special World Wide Communion Sunday bulletin through a regular Church Bulletin Service, by all means order and use the

## WORLD WIDE COMMUNION BULLETIN

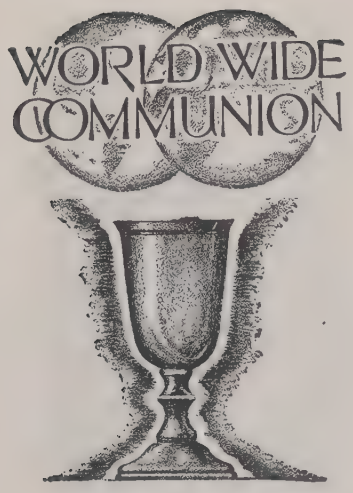
prepared by TIDINGS for this occasion. It is new; it is different; it is attractive. It is designed specifically for this Sunday, and introduces the United Evangelistic Advance also. Its inside pages are left blank for local church calendar and news to be mimeographed or printed on them.

Order also:

1. "See You in Church" Worker's Agreement cards
2. World Wide Communion Loyalty Covenant cards
3. Special Invitation folders or cards
4. "Draw Near With Faith," leaflets
5. Attendance Registration cards
6. "See You in Church Sunday," posters, stickers, buttons, etc., for "See You in Church" campaign.

See articles, announcements, and order blanks in this magazine, and order from TIDINGS now to insure early delivery.

**Many races, classes and colors are there, but after all it is one family**




This should be one of the great days of the year. Thoughtful painstaking preparation is essential

# WORLD WIDE COMMUNION

## Sunday, October 2

World Wide Communion Sunday is October 2. Each year an increasing number of local congregations in all lands participate in the plans and become a part of a world fellowship about the Lord's Table.

### Every Member Present

The World Wide Communion Day observance on October 2 does not contemplate union Communion services, but rather that each local congregation shall seek to have its entire resident membership present at its own Communion Table. Each congregation will be conscious of its spiritual oneness in Christ and in the Church Universal as it assembles in worship about its own Lord's Table.

### Special Emphasis

One of the special goals to achieve on World Wide Communion Day is for each minister and local congregation to have EVERY member present at its own Communion Table. By means of announcements, letters, and an every member visitation, most churches can have another Easter attendance. Where such enlarged attendances are anticipated, those in charge of the preparation of the Communion symbols should govern themselves accordingly. Some congregations will need to plan for two Communion services since their sanctuaries may not be able to accommodate the entire membership at one service.

### The Sick and Shut In

The members who are sick in homes and hospitals, and the aged and the infirm, should have the Holy Communion taken to them. These should be included in all plans for the day in order that they may be a part of the world fellowship of Christians around the Lord's Table.

### The Literature

Appropriate and attractive literature has been prepared for all ministers and churches for the observance of World Communion Sunday. All orders will receive prompt attention. Please order early and the earlier the better, since mails are slow. Any minister, together with his congregation can have one of the greatest days in all the year, if plans are followed and the literature is used as recommended.

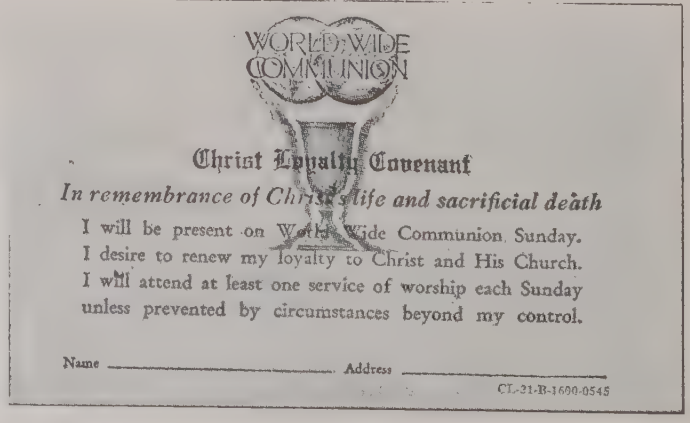
### A Word of Caution

Great care should be exercised lest anyone anywhere should receive the impression that this Holy Communion Observance is being "promoted." Every approach that is made and all plans that are formulated should be done in deep reverence and with significant meaning. If all that is done, is done in the spirit of Christ, then lasting spiritual results can be achieved.

### Life Dedication

This day can be made the occasion for a rededication of life on the part of each member of the local congregation. Where is there a more appropriate place for a rededication of life than at the Communion Table with its emblems —the bread and the cup—that speak so eloquently of the sacrifice of Jesus Christ our Lord upon the cross? When could there be a more appropriate time for a rededication of life than at the end of summer and as the local churches begin their autumn's work?

**Every member should have the privilege of recording renewed loyalty to Christ and the Church on this card before Sunday, October 2. See pages on "See you in Church Sunday."**


WORLD WIDE
COMMUNION
Christ Loyalty Covenant
In remembrance of Christ's life and sacrificial death
I will be present on World Wide Communion Sunday.
I desire to renew my loyalty to Christ and His Church.
I will attend at least one service of worship each Sunday
unless prevented by circumstances beyond my control.
Name
Address
CL-21-B-1600-0545

*Let every Christian present himself at the Lord's Table*

# "DRAW NEAR WITH FAITH"

By Bishop W. Earl Ledden

*The Lord's Table is 25,000 miles long*

DRAW NEAR WITH FAITH is an adaptation of the leaflet by Bishop Ledden which thrilled pastors and people at the beginning of Methodism's Crusade for Christ four years ago. At that time 425,000 copies were ordered.

Adapted now to be used at the beginning of the Evangelistic Advance, it should be a blessing to churches of all denominations who use it, and not just to Methodists. It is ecumenical; it is world-wide; it is Christian.

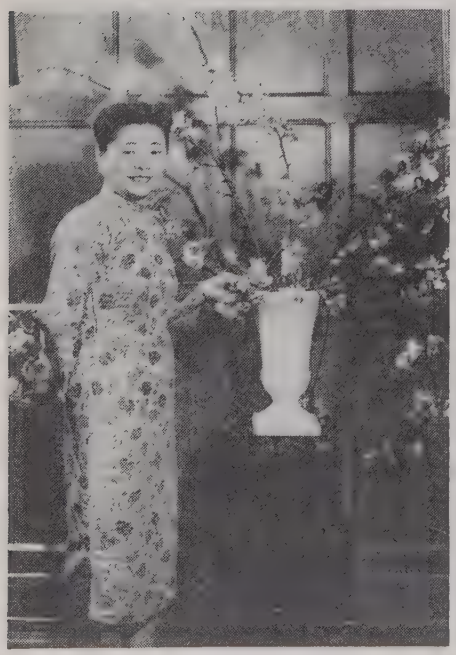
Put this leaflet in every home before World-Wide Communion Sunday, or give it to the people as they enter the sanctuary for the World Communion service.

These are the two new TIDINGS leaflets that every pastor and committee on membership and evangelism will want to distribute for World Wide Communion Sunday and the "See You in Church Sunday" loyalty attendance campaign.

I GO TO CHURCH SUNDAY, by Dr. Geo. W. Crane, eminent layman, psychologist, psychiatrist, and newspaper columnist of Chicago, is a leaflet that every church will want to put into every home during its "See You in Church Sunday" campaign—probably right after World Wide Communion Sunday.

**John R. Mott, whose long life has been given to missions and the development of the world view of Christianity, points on the globe to countries which are the homelands of writers of the International Issue of THE UPPER ROOM. Typical authors are:**

**Hilda Keng**
**China**



**Sunshine Bergren**
**Norway**

**Gurdial Singh**
**Malaya**

*Worldwide--*

# Emphasizing the World Outreach and Spiritual Fellowship of *The Upper Room*

The September-October issue of THE UPPER ROOM emphasizes the tremendous world outreach of this devotional guide. This special International Number includes meditations from 29 countries representing all of the continents and many of the islands of the sea. John R. Mott, Nobel peace prize winner, honorary president of the World Council of Churches, and famed Christian layman, is the writer of the first meditation. Dr. Mott is said to be familiar with every land where Christianity is preached, having crossed the Atlantic 110 times and the Pacific 18 times.

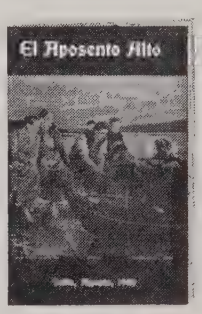
Sixty of the sixty-one contributors are from other nations. Many of them directly reflect the missionary movement, and their meditations are evidence of the spiritual fellowship shared by Christians around the world.

This issue will find many special uses. The obvious emphasis is on the world-wide spiritual fellowship of all Christians. With World-Wide Communion Sunday coming at the midpoint of this issue, many churches will find this occasion more meaningful than ever before.

The missionary emphasis cannot be overlooked. Here is a practical demonstration of the value and effectiveness of missions. With the emphasis of our day and of the *Advance* on mission projects, the promotion of this issue of THE UPPER ROOM will pay rich dividends.

This issue makes a tremendous evangelistic appeal—here are the testimonies of people from all parts of the world who have found Christ. Their messages will touch many hearts.

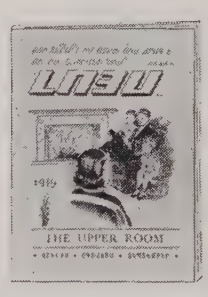
Here is inspiration for daily living, spiritual growth, comfort, and Christian unity, for strengthening family ties, and the establishment of family altars.




Spanish

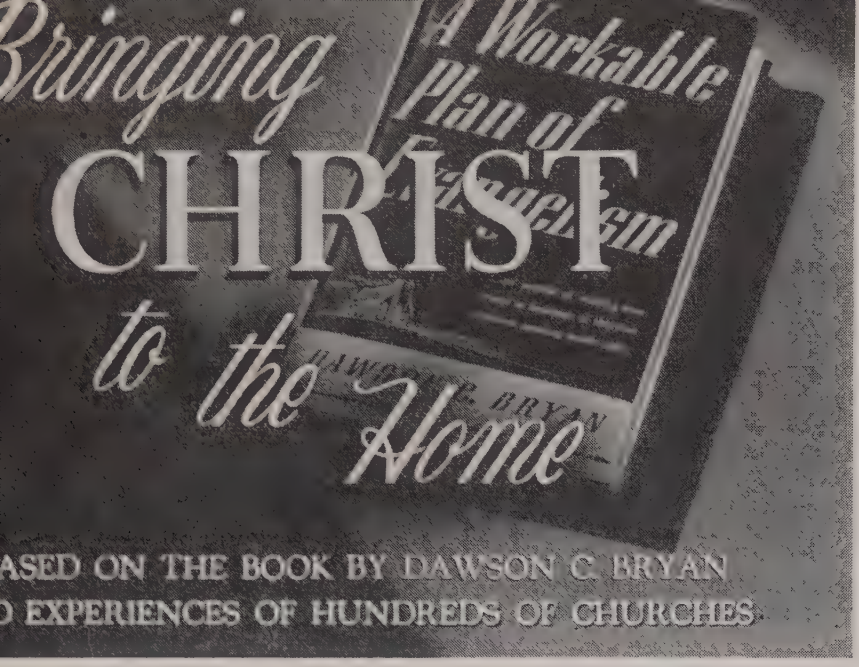
Portuguese

Chinese




Armenian

**Dr. J. Manning Potts, center, discusses features of the International Number with: José Gomes De Campos, Dean of Institute Porto Alegro, Brazil who holds a copy of the Portuguese edition, NO CENACULO; Maria Gonzales Ramos, a social worker of Monterey, Mexico who has EL APOSENTO ALTO in her hands; Wei-Thoo Ling of the Huchow Institutional Church, China with her copy of THE UPPER ROOM printed in Chinese; and A. S. Muradian with a copy of LOOYS, which is THE UPPER ROOM in Armenian.**




The pictures on this page are from the new TIDINGS filmstrip prepared professionally under the direction of Dawson C. Bryan and Harry L. Williams

The fortunate few who have previewed this filmstrip say that it is marvelous, the best yet.

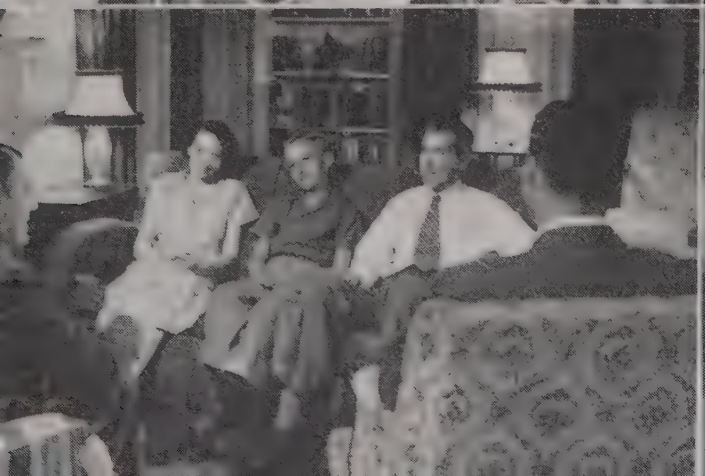
Several denominations have ordered 50 or more copies in advance.

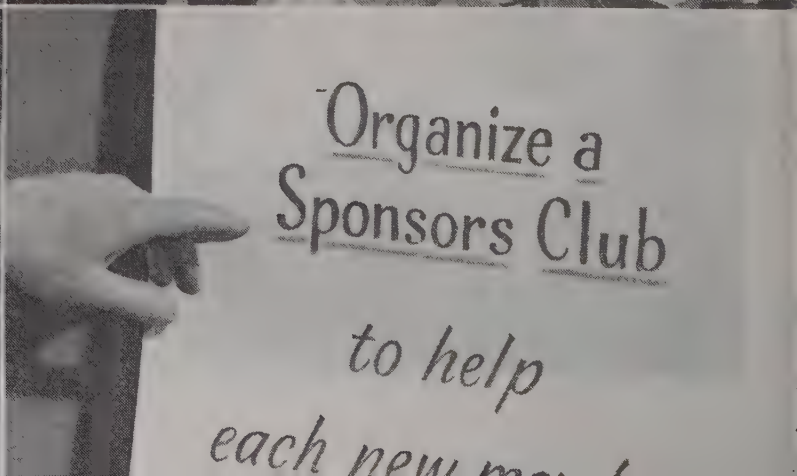
Every large church and every district should have one.

See folder and order blank for more details.

# "BRINGING CHRIST TO THE HOME"

Sound Filmstrip to Motivate and Prepare for Visitation Evangelism





# TURN OVER CHARTS---"They Went Forth---Two By Two"

For pastors to train laymen in personal and visitation evangelism
now available from TIDINGS—Sample pages below

prepared by

Dawson C. Bryan

118 poster-size pages

2 colors

professionally prepared

The greatest thing ever prepared for visitation evangelism

Several denominations have already placed large quantity orders for these charts

Every Methodist church should order one

**$12.00** THE SET covering four training sessions

## STEPS TO FAMILY COMMITMENTS

*Start by*

- getting the whole family together

*Then*

- get the background of each member

*After that*

- get the decision of the one most likely to make a commitment

*Then*

move on to the next most likely

Copyright TIDINGS 1948

## The A B C 's of FAMILY EVANGELISM

A family is easier to win than they are as individuals

Basis of the appeal is companionship of the whole family in Christian life

Children's presence makes winning parents easier

Copyright TIDINGS

*A Program That Gets Results*

# MAKE INACTIVE MEMBERS ACTIVE

## ---Begin This Program on World Wide Communion Sunday---

Last autumn the "See You in Church Sunday" Crusade was a marvelous success in thousands of churches and communities.

This year, with improved materials and many more churches and communities promoting it, it will mean even more toward the development of the spiritual life of churches and of the nation.

"See You in Church Sunday" reaches the inactive members of a church, and prospective members, and tends to produce for them a more vital religious experience.

Nothing ties a person's love and loyalty to the church and builds him up spiritually so much as regular church attendance and the cultivated habit of regular periods of fellowship with God.

### A Habit

Church attendance is largely a habit.

A "See You in Church Sunday" crusade establishes or reestablishes the habit on the part of many.

Attending six, eight, or twelve straight Sundays puts people back into the habit of attending again.

This habit spiritually strengthens them and immeasurably strengthens the church.

### Laymen Enthusiastic

"See You in Church Sunday" was named by a layman (T. C. Young of the Layman's Club of Nashville) and was sponsored first by laymen.

Laymen see the value of this movement and gladly promote it. Church treasurers testify that the movement pays for itself, because the contributions of the extra persons who come to church more than pay for all materials and postage used.

Pastors and Evangelism Committees need only to enlist a few key laymen, show them the possibilities, tell them of the materials available, get the materials and arrange for a widespread publicity campaign, give the laymen free rein, and they will do the rest.

### Hold Spiritual Services

Nothing will ever take the place of having spiritual services. Real Gospel preaching, good singing, and a sincere enthusiasm for Christ and His Kingdom and life are absolutely necessary to maintain increased attendance.

Pastors should major on spiritual themes and helpful services to "feed the flock of God" when the people do come. Let them preach the Bible, challenge the people as never before, give them Christ, and seek for a verdict.

"See You in Church Sunday," rightly promoted, brings them; the message of abundant life, thrillingly told with intelligence, enthusiasm and love, keeps them.

### What To Do

1. Enlist the workers.
2. Publicize the "See You in Church" movement.
3. Visit every home and prospective home.
4. Register the attendance and follow up the results.
5. Close the campaign with a grand climax.

There are great possibilities in each of the five steps listed above. One church and community will not do it like another church and community, but the results achieved will be in direct proportion to the vision evidenced in making large enough plans and to the zeal manifested in prosecuting them. Therefore we give ample suggestions for the consideration of all.

### Cooperate With Other Churches

It is best when all churches in a town put on the "See You in Church" campaign together. Greater publicity, greater enthusiasm, and greater results are possible when "every body is doing it." The materials are not denominational; they promote the Church and church attendance.

The nature of the campaign makes it easy for ministerial associations and councils of churches to accept the leadership and wholeheartedly promote it.

Pastors and laymen need not hesitate to ask churches of other denominations to join in the movement with them. In fact, you will be doing other churches a favor and the Kingdom a service to propose joint sponsorship of the campaign, and to arrange for adequate planning and the ordering of adequate materials. (All materials are available from *Tidings,* and are listed in this magazine and on the enclosed order blank.)

### A Single Church

But if your church promotes the campaign alone in your community, it will manifest a Christian spirit, show real progressiveness, and prove itself truly alive. Money spent so doing comes back on the collection plate, and, best of all, the church is spiritually rejuvenated.

Here is what happened in a county seat town last year, according to an unsolicited testimony from H. J. Burkett, pastor:

"We took much of your program called the 'See You in Church Sunday,' used a good amount of your suggested materials, and adapted it to our own needs in our Fall Loyalty Program with marvelous success. . . .

"Our church is thriving in every phase and department. Our morning attendance has been wonderful. Although we have a large sanctuary, we had to push back the folding doors and use chairs. Yesterday, Family Day, we served communion to more people than this preacher has ever served before at one service, and the largest crowd ever seen in the church on communion day.

"Our Loyalty Program is over, but our church will continue to move forward. Our people want to continue to have thriving Sunday and Wednesday evening services."

### 1. Enlist workers

These are best selected and secured by the pastor himself. About ten per cent of the most capable members should be enlisted to take active part in the crusade.

Do not depend upon the phone, letters, or announcements in public services to enlist these workers. These methods fail to secure the visitors needed, and the right visitors.

The workers can best be secured by use of the "See You in Church Sunday" Workers Agreement card. This card will allow the pastor to write on it the exact time of the Worker's Instruction meeting which he will hold, will allow the workers to visualize the "worth whileness" of the crusade and the instruction meeting, and will afford the recording of the worker's signature along with his promise to attend. Some prefer that the workers sign two cards (one for the pastor and one for the worker to keep as a reminder). These cards are available from TIDINGS and should be secured at once, for the workers should be enlisted not later than September 20.

### 2. Publicize

In a single week (we suggest September 22-24) do the most thorough job of publicizing the crusade.

Among other things, distribute "See You in Church Sunday" posters in every store and possible public place in the community, and distribute "See You in Church Sunday" stickers for automobiles and windows of homes. These are obtainable from TIDINGS, and money spent for these posters and stickers will more than come back to a church in the loose change and envelope offerings of the extra persons they will bring to church.

Laymen might make three-minute speeches on the crusade in schools, at civic clubs, at churches, might use small "See You in Church Sunday" stickers on their letterheads or envelopes, and might even arrange for business firms to include the "See You in Church Sunday" slogan in their newspaper ads, even as slogans have been used from time to time encouraging war bonds and other things.

News articles of the crusade plans and local church services should be written for the daily and weekly papers.

### 3. Send Out Visitors

Visit every church home and prospective home.

Sunday afternoon, September 26, will probably be the best time for most churches to have this visitation, with follow-up calls made on Monday and Tuesday.

The visitors will carry a "See You in Church Sunday" sticker for the window or front door of every home, and possibly a "See You in Church Sunday" special invitation World Wide Communion Sunday card, and a leaflet and make a spiritual visit with the members of the home about the "See You in Church Sunday" crusade. The signatures of each member of the family will be secured on the World Wide Communion Christ Loyalty Card (see illustration, this magazine, page 12).

Let it be understood that this visit is to be made to every home in the membership, and not just inactive members. Better attendance results will be obtained where the member is asked to sign duplicate cards—one for the church and one to keep for himself on his dresser or in some other prominent place during the months of October and November.

**Reduced facsimile of card to be used to enlist workers for the "See You in Church Sunday" crusade.**

"See You In Church Sunday"

**Worker's Agreement**

___ I agree to participate in the "See You In Church Sunday" Visitation.

___ I will attend the "See You In Church Sunday" Workers' Conference on

_____

___ I will accept a reasonable assignment in helping with the publicity and making the visits according to the instructions I receive from my minister.

___ I will follow up the persons not home on my first call until all are visited.

Name _____ Telephone _____

Address _____

**Besides registering the attendance of members, this card locates many prospective members.**

**Attendance Registration**

☐ I am a member of this church.

☐ I am a member of _____ Church
Name of church

in _____ _____
City State

☐ I have no church affiliation.

☐ I would like to become a member of this church.

Name _____

Address _____

The pastor and local church committee on membership and evangelism should prepare in advance the names and addresses of all persons who are to be visited. These names should include all members and the best prospective members, and all church school members, from Junior age on up. Where these names are typed in advance at the top of the covenant card itself, and the cards of all persons who belong to a family or live at a single address are enclosed in an Assignment Envelope, it is much easier for the visitors to inquire about each person, to secure the signatures, and to make follow-up visits until every person is contacted.

In addition to sending out visitors into every home to make a spiritual call and secure the loyalty attendance pledges, it will be helpful for pastors to send a form letter into each home containing information about World Wide Communion Sunday and the "See You in Church Sunday" Crusade.

This letter might contain the announcements of a Christ-centered sermon series by the pastor for the months of October and November. Pastors who desire a special World Wide Communion letterhead for this may obtain the same from TIDINGS and use it in their regular printed church envelope. Enclosed in this letter might be the printed Special Invitation (leaflet form, available from TIDINGS, with the time schedule and clock picture included—see page 10, this magazine), and a leaflet.

We suggest that the leaflet be Bishop Ledden's World Communion leaflet, "Draw Near With Faith," or Dr. Geo. W. Crane's "I Go to Church Sunday." If you use the first leaflet at this time, the second can be used later.

Where a letter is not to be written, visitors may take the leaflet into the homes with the covenant cards and with the "My Church Attendance Record" cards. In this case, the Special Invitation card to World Wide Communion Service might be secured in card form (see copy below) and mailed as postal with 1¢ postage. In this case it is suggested that the card be mailed to each person, and not just one to a family. This will give an added personal touch.

### 4. Register the Attendance

Register the Church Attendance and follow up the results.

Hand an Attendance Registration card to each person each Sunday as he enters the church. At the proper place in the service, let the pastor announce the registration and request that the cards be signed and passed to the end of the aisle. The ushers can collect the cards from the persons at the end of the aisle at the designated time. This registration might be made only on every other Sunday (on alternate Sundays) instead, if deemed best.

Check the Attendance Registration cards each Sunday or quite early in the week. Absentees should be followed up. A form letter, signed by the pastor, might be mailed during the week to those who failed to attend on World Wide Communion Sunday. After a second absence, teams of women should visit families where members were absent. Should there be a third absence, a team of stewards or evangelistic workers should visit each absentee.

These Attendance Registration cards will also reveal the names and addresses of visitors at the services and newcomers to the community. Such visitors and newcomers are the very best prospects for membership that a church has. They should be visited by the best visitors and by the pastor himself, their membership secured, and they should be assimilated at once into the life, program, activities and spirit of the church.

### 5. Provide Grand Climax

The Sunday after Thanksgiving, the last Sunday in November, might be used to serve as a climax to the special period of emphasis on "See You in Church Sunday," although both the slogan and the habit should continue in vogue, that all the people might be seen in church every Sunday, that God's house might be filled to overflowing, God's blessings poured upon God's people, Christ's Church enlarged, and Christ's Kingdom promoted.

Many churches have announced such a Sunday as Family Sunday, have urged that families sit together on this Sunday, have emphasized home religion, and have witnessed larger attendance on this Sunday than on World Wide Communion Sunday.

*A Special Invitation to Attend*

WORLD WIDE COMMUNION

Your church invites you in a special way to the World Wide Communion service on the first Sunday in October. On this day the Lord's Table is 25,000 miles long; and Christians the world around remember each other in love and in thankfulness for the new life and fellowship in Christ.

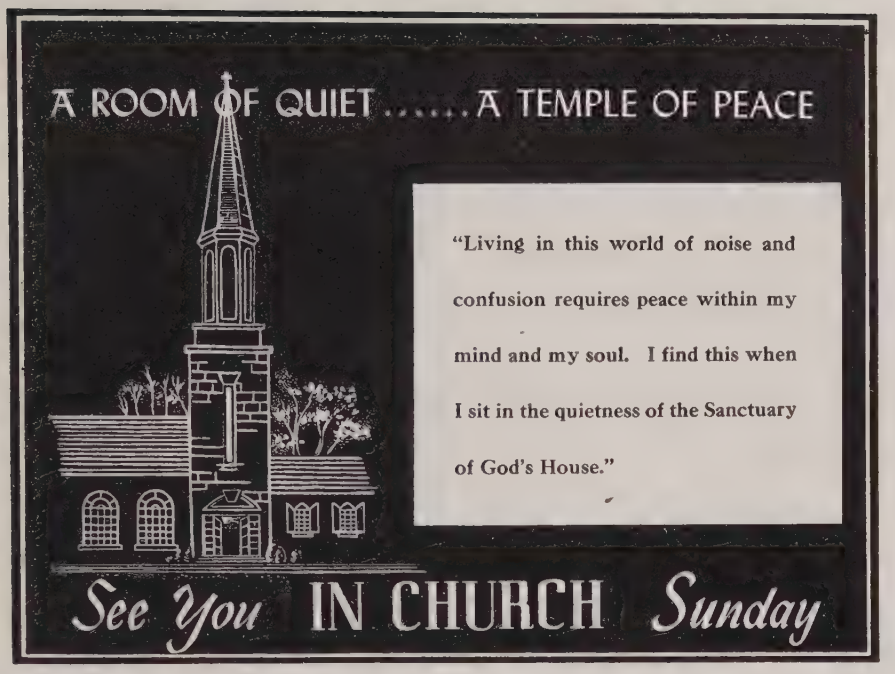
"To Him shall endless prayer be made,
And endless praises crown His head;
His name, like sweet perfume, shall rise
With every morning sacrifice."

As you "draw near with faith" to the Lord's Table, deep in your heart let there be a desire and determination to take a worthy part in the Advance for Christ and His Church.

"See You In Church Sunday"

**This "Special Invitation" card is suitable to mail as a postal, to be enclosed in a letter to every member and prospective member, or carried into a home by visitors.**

**It may be that you will prefer the "Special Invitation" folder, a sample of which is enclosed with this magazine. Either is available from TIDINGS. See Order Blank, and order with other materials at once to insure delivery in ample time.**


A ROOM OF QUIET ..... A TEMPLE OF PEACE
"Living in this world of noise and confusion requires peace within my mind and my soul. I find this when I sit in the quietness of the Sanctuary of God's House."
See You IN CHURCH Sunday

## A HOME OF FAITH . . . WHERE DOUBTINGS CEASE

"I must have faith if I am to know life's best. When I go to Church I find the way to believe in myself, to believe in others, and to increase my faith in God."

## A HOUSE OF COMFORT . . . WHERE HOPE IS GIVEN

"I, too, have known heartbreak and despair. In the Church, I have found comfort for my broken heart and there I have found hope for my broken plans."

## A SOURCE OF STRENGTH . . . TO MAKE EARTH HEAVEN

"Like you, I have dreams of a better world. But I am too weak to do much about it until I meet God in the Sanctuary. There I find the strength I must have."

## A SHRINE FOR WORSHIP . . . A PLACE TO PRAY

"I know that God is everywhere and in all things. Yet I do find it easier to worship Him, and to pray, and to feel His presence when I am in His House."

## "See You in Church Sunday" POSTER SERIES

5 posters in set
11x8½ inches in size

First poster pictured at left

Other posters same format with different messages

Messages of other posters given below at left

These posters placed in stores and other public places will make a profound impression

Order several sets now
sets not broken

25¢ per set
5 sets for $1.00
TIDINGS

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Other Materials Available

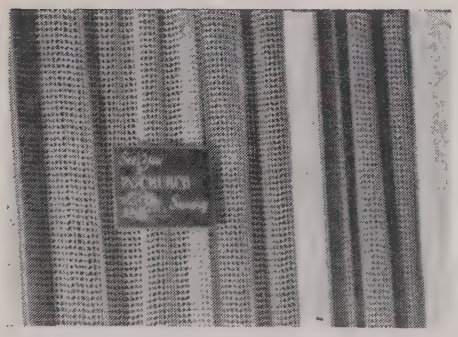
## "See You in Church Sunday" From Tidings

Plain Poster—14x11
Stickers—for windshields, doors, etc.
Cards for mailing or distributing
Buttons for coat lapels
Radio Scripts
—for 15-minute programs
Radio Transcription Record
—24 one-minute spot announcements on "See You in Church Sunday"
Newspaper mats
Attendance covenant cards
Attendance Registration cards
Leaflets, etc.
SEE CATALOG FOLDER
with this magazine

Lapel Buttons

Sticker for letters

Posters for outdoors



Stickers for homes

Posters for windows

## Make Your Community "Go-to-Church" Conscious

### Use the Radio

- Use 15-minute programs every Saturday
  5 Radio Scripts available from TIDINGS for this purpose—prepared by Harold C. Eaton.
- Use 1-minute spot announcements
  Radio Transcription Record available containing 24 spot announcements

### Use Newspaper Publicity

- Furnish newspapers with articles on church programs, "See You in Church Sunday" announcements, etc.
- Accompany these articles with newspaper mats—available from TIDINGS

### Use Visitors

- Send 10% of the best visiting members you have into every home and prospective home with covenant cards, invitations, etc., and a warm welcome.
- Follow up each week by visiting those who were absent the previous Sunday.

### Use Posters

- Use plain 14 x 10 posters in public places
- Use the 11 x 8½ poster series freely throughout the community. Announced elsewhere in this magazine.

### Use Stickers

- Use the large-size sticker in automobiles and on the front door and/or windows of every home.
- Get the businessmen to use the small-size sticker on their letterheads and envelopes.

### Use Letters

- Mail a "See You in Church" letter from the church to every home. Use appropriate enclosures in the letter; stickers, buttons, leaflets, etc.
- Use the "See You in Church" letterhead available from TIDINGS, or use the small stickers on the regular church letterhead.
- Use the regular church envelope for this mailing with the small sticker on it.

### Use Leaflets

- Put a "Draw Near With Faith" leaflet in every home before World Wide Communion Sunday.
- Put a "I Go to Church Sunday" leaflet in every home after World Communion Sunday.

### Use Buttons

- Use celluloid "See You in Church" buttons available from TIDINGS.
- The children especially will be thrilled to wear these buttons and they will be encouraged to attend church.
- The Officials and leading members of the church should wear these buttons, especially on Friday and Saturday.

### Use Attendance Registration cards

- Place a "My Church Attendance Record" card (for October, November, and December) in the hands of every member, that he might keep his own attendance record.
- Use the "Attendance Registration" cards at the church on World Communion Sunday and several other Sundays to check attendance of regular members and to locate prospective members.

*Quality* *Low Cost*

# Books on Evangelism the Church, and the Christian Life

## for Pastors, Membership and Evangelism committees, evangelistic workers, and reading laymen

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What pastor and church cannot make use of the books pictured on this page?

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Other books available

1. A Handbook of Evangelism for Laymen
2. The Evangelistic Message of Protestantism
3. A Preaching Mission
4. Evangelistic Preaching
5. The Methodist Primer
6. The Beliefs of a Methodist Christian

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**Order from TIDINGS, 1908 Grand Ave., Nashville 4, Tenn.**
**Order blank enclosed**

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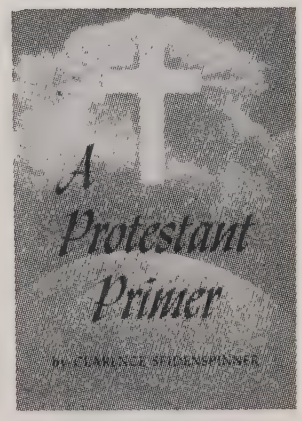
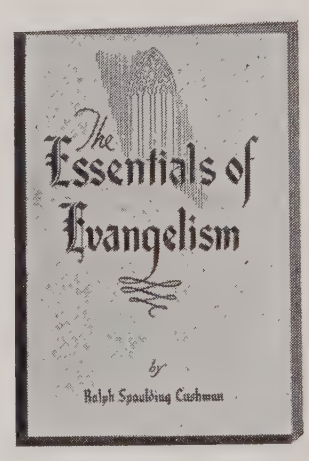
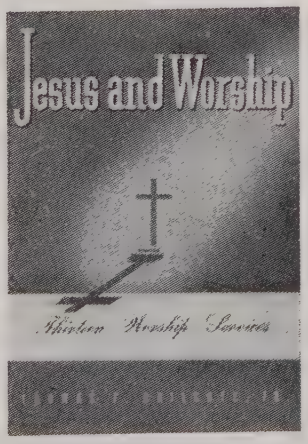
Make Tidings your evangelistic literature headquarters. Pastors, church treasurers, and membership and evangelism committees may enter charge accounts with Tidings and receive regular monthly statements.



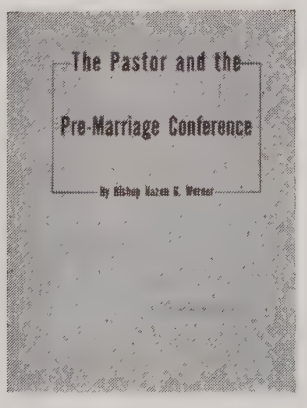

25¢ each; 12 for $3.00
Laymen want this book and gladly buy it. Pastors have found a dozen not enough and have repected their orders.




35¢ each; 3 for $1.00
A challenging volume for ministers and evangelistic laymen. Deals with the essentials, that which makes evangelism *evangelism*.




35¢ each; 3 for $1.00
Thirteen Worship Services that are pointed, vigorous, and alive. Excellent for Midweek Services, Woman's Societies, Youth and Adult worship groups.




25¢ each
A much-needed and helpful volume on counselling by Bishop Hazen G. Werner, that the pastor will want to read, keep, and often refer to.

15¢ each; 8 for $1.00
Truly a primer of evangelism. Should be placed in the hands of every member of the Committee on Membership and Evangelism and all evangelistic laymen.

*The Greatest Work in the World*

# PERSONAL AND VISITATION EVANGELISM

*Winning Persons to Christ*

**Commitments of people to Christ and His Church are secured today almost entirely by personal contacts.**

"The lay personal workers are the hope of the church in the modern world."

The genius of Protestantism is that every Christian is to be a personal witness for the Christian religion in his own life. The priesthood of all believers is a fundamental doctrine. Every Christian, therefore, is responsible for winning other people to the Christian life.

"It stands to reason at any time that only a very small fraction of the Church's evangelistic work can be done by the paid servants of the church."— *Man's Disorder and God's Design* —vol. 2, p. 205.

**Any pastor now has the program and materials to make his church an evangelistic church.**

Follow the program proved by experience of thousands of pastors and win people in your community. No one need fail now.

### A Program for Every Church

1. An active committee on Membership and Evangelism.
2. At least one week of Visitation Evangelism each year.
3. A regular monthly Fishermen's Club or similar organization of evangelistic visitors.

### Conservation Evangelism

"No evangelism is effective unless its results are permanent." A thorough assimilation program is necessary for a full evangelism.

"The hope of the Protestant Church is witnessing laymen"

"The task of the church is evangelistic. It can be nothing else."—*Man's Disorder and God's Design*—vol. 2, p. 201.

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## Visitation Materials Available *Now*

### For the Pastor

*A Workable Plan of Evangelism,* by Dawson C. Bryan ($1.50)

### For the Church

*Every church* should provide adequate funds for the committee on membership and evangelism.

This covers the preparation and organization of the church by the pastor and the chairman of the committee on membership and evangelism.

**"The best investment of money is in souls."**

Each church should buy a sufficient supply of all the materials necessary so that the pastor and the committee on evangelism can project a real vital program to win people.

THE TURN OVER CHARTS, *They Went Forth—Two by Two,* $12.00

Every church without exception should possess a set of these Turn Over Charts. They are invaluable for the evangelism of today.

THE SOUND SLIDEFILM, *Bringing Christ to the Home,* $12.50. Many churches will want this for motivation in Personal and Visitation Evangelism.

### For Laymen

*A Handbook of Evangelism for Laymen,* by DAWSON C. Bryan (50¢)

"Laymen Visit for Christ and His Church," a guidance folder for laymen, prepared by Dawson C. Bryan (2¢)

### For the Survey

Friendly Community Study Cards, 50¢ per 100
Friendly Community Study Folder, 2¢ each
Friendly Community Survey Envelopes, 50¢ per 100

### For the Visitation

Prospect and Assignment Cards, 50¢ per 100
Record of Commitment cards, 50¢ per 100
Assignment and Report Envelopes, 50¢ per 100

**TIDINGS, 1908 Grand Ave., Nashville 4, Tenn.**

# A Program of Evangelism

## WELL ROUNDED AND NEARLY ALL-INCLUSIVE

**Given the same passion and the same general desire to do good, oftentimes the difference between success and failure, is in planning a program and executing it. The old adage, "Plan your Work, and Work your Plan," is still good for pastors, evangelism committees, churches, districts, conferences.**

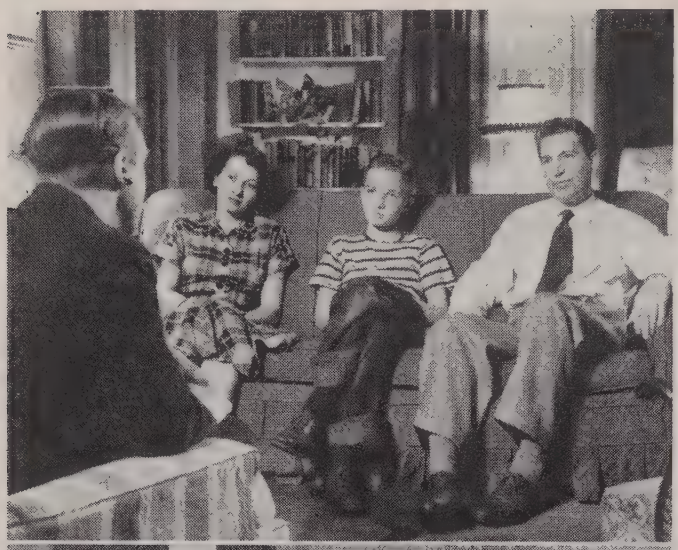
The Gospel of the Son of God prescribes the answer to the desperately complex and crucial situation confronting the human race today. That answer is the forgiving grace and the redeeming love of God revealed in Jesus Christ our Lord. The Church is the guardian of this Gospel. The ministers and the laymen are the evangels for carrying it to the lost people of the world.

Evangelism is the chief business of the Church. It is the never-ending task of the Church. So long as there is one unredeemed person in the world the Church has an evangelistic mission.

Feeling the tremendous need for wise planning and faithful promotion of our work, we offer the following recommendations as a program of work for our Conference:

1. We recommend wholehearted cooperation in the United Evangelistic Advance thus uniting with other groups in Evangelistic Endeavors.
2. We recommend a goal of one addition on Profession of Faith for every fourteen active members in each of our churches.
3. We recommend a "See You in Church Sunday" Campaign or Church Loyalty Attendance crusade, in each church beginning with World Wide Communion Sunday this year, thus launching the United Evangelistic Advance.
4. We recommend an active Committee on Membership and Evangelism in each district to work with the District Superintendent and District Secretary of Evangelism.
5. We recommend an active Committee on Membership and Evangelism in each local church, and that each member of the committee be supplied with a subscription to SHEPHERDS Magazine.
6. We recommend the use of evangelistic literature in our local churches and that it be supplied as a regular part of our church program.
7. We recommend family devotions in all of our homes and emphasize using THE UPPER ROOM and other devotional literature for the cultivation of the spiritual life of our people.
8. We recommend a District School of Evangelism in each District and a week of Visitation Evangelism in each church during the year.
9. We recommend a revival campaign or preaching mission as a definite part of the Annual Program of each church.
10. We recommend the use of Radio, Television, Motion Picture Films, Film Strips, and transcriptions to motivate and teach evangelism and family worship.
11. We recommend that each pastor give special attention to training preparatory members and children for church membership.
12. We recommend continued emphasis upon placing church membership in churches in the community where they live, and the use of the "Letters of Notification" (provided for in Paragraph 130 of our *Discipline*).
13. We recommend the organization of new churches in areas where one is needed.
14. We recommend carefully prepared and up-to-date responsibility lists for use in a continuous program of evangelism by pastor and layman.
15. We recommend frequent use of the altar call as a means of reaching unredeemed people in our congregations.
16. We recommend that every minister and layman seek until he finds the highest New Testament faith and experience, and consequently, make that the norm of his daily living.

—From Report and Program of Work adopted by the Memphis Conference, Wayne A. Lamb, Secretary of Evangelism



**Pastor makes spiritual guidance visit on family won by lay visitors. From Tidings filmslide.**

**Above: Visitation Evangelism Supper Instruction Conference at McKendree Church, Nashville.**

**Below: Youth Camp at Biloxi, Miss., sponsored by Alabama Conference Board of Evangelism in Summer 1949. The spiritual influence and results of this camp were most gratifying.**

# A Cooperative Interdenominational Campaign

1. Secure privately and personally the pledged cooperation of the strongest churches.
2. Have a meeting of all the cooperating pastors of all denominations. This meeting should be carefully planned for, so that the largest number possible can be in one of the first planning meetings.
3. Plan a time schedule with a specific date for a community survey and a designated week for visitation evangelism. Outline the preparation necessary for successful cooperation.
4. Appoint committees on survey, training the workers and publicity.
5. Secure a competent leader to train the pastors.
6. Provide sufficient funds for the campaign.
7. Conduct a thorough survey of entire community.
8. Provide for distribution of the prospect cards, and duplicate cards where preference is shown for more than one denomination.
9. Each church schedules its own supper training conference and enlists its own laymen for visitation each night of visitation evangelism week. Have either a visiting leader or the pastor to train the lay workers at these supper conferences.
10. During Visitation Week, let the pastors meet together each morning for instruction and training in directing the visitation that is to be conducted in each church each night.
11. Provide for an accurate final tabulation and adequate publicity.

# THIS FALL

## What a Church Can Do

## VISITATION EVANGELISM

1. Organize an effective and working Committee on Membership and Evangelism.
2. Plan a year-around program of Evangelism.
3. Make a specific step-by-step plan from September to December.
4. In September and October project a "See You in Church Sunday" program to reenlist the membership actively and immediately in the life of the church.
5. In September send "Letters of Notification of removal of non-resident members" to members residing in other communities, and also their resident pastors.
6. Locate prospects for the fall visitation through surveys, through checking church school rolls, church attendance record cards at services, and other possible ways.
7. Plan for a Week of Visitation Evangelism during October.
8. Observe National Non-Resident Transfer Week, October 23-30, to win all non-resident church members located in your community.
9. Organize a Fishermen's Club to meet regularly and visit for commitments to Christ and Church membership.
10. Make evangelistic plans for the Advent Season and receive members on Christmas Sunday.
11. Train the workers carefully for each program of visitation, and each time they go out visiting.
12. Assimilate the new members immediately into the life of the church and the Christian community. This is important, and requires planning and concerted action.

## Group Captains in Church Attendance Crusade

The Union Avenue church in Memphis conducted a six weeks' attendance crusade immediately after Easter, under the leadership of Wayne A. Lamb, pastor, and H. H. Halford, layman, who served as general chairman.

Five objectives were named:

1. Read the Bible and pray every day.
2. Attend the services of the church on Sunday.
3. Attend the midweek services on Wednesday evening.
4. Influence someone else to attend Church.
5. Try to win somebody for Christ and the Church.

A Supper Instruction Conference for all Captains was held on a Thursday evening (see picture above), with the Woman's Society providing the supper. These group Captains went out into the homes with the Attendance Covenant cards and the cards for registration of church attendance. This began the campaign, and during the six weeks the Captains met on Wednesday evenings at the church, prayer meeting nights.

When the men of a church get behind a "See You in Church Sunday" campaign, results are accomplished. H. H. Halford, the general chairman, testified:

"The crowds were inspiring. Our vast auditorium was almost filled the first Sunday morning: about 525 people were present the first Sunday evening, 280 were present for prayer meeting. This did not just happen, but it was the result of faithful work."

**Ministers participating in School of Visitation Evangelism at Los Angeles, Dawson C. Bryan, director.**

## A Creed for Parents

WE believe in God, our Heavenly Father, who has ordained that people should live together in families, finding joy and fellowship in mutual sharing.

WE believe in our children, that they are a sacred trust as well as a joyous responsibility, that they have a need for Christian teaching as a part of their total training for Christian citizenship.

WE believe in the church, as an institution established through the wisdom of Almighty God for the propagation of the gospel of Jesus Christ, through personal work, teaching in church and home, and the ministry of the Word.

WE believe in the importance of religion in our home for laying the foundations for courageous Christian living and for providing each member of the family with strength for daily living.

WE believe that the spirit of Jesus Christ in the lives of individuals can transform home life to the extent that its members will find peace and happiness and power for radiant living.

***A Creed for Parents*** **points to five beliefs for Christian parents who wish to make the rearing of a family a meaningful spiritual experience for themselves and for their children. Written by Edward D. Staples and attractively printed, it is available through the Service Department of the Board of Education. (Used by permission.)**

**The Methodist Youth Fellowship of Memphis and Shelby County (Tennessee) began more than a year ago to supply the chaplains of the two Veterans Administration hospitals in the community with copies of *The Upper Room*. In the picture Chaplain W. J. Green is showing two of the patients how *The Upper Room* can be used to help meet the problems of each day. Chaplain Green and his assistant distribute at least 250 copies of each issue.**

# A Prayer for Parents

O GOD, our Father, we bring to thee our deepest longings for these young lives thou hast given us. We bring to thee our responsibility for them, and our weakness, asking thy help.

WE come to thee realizing our need for ever-growing sympathy and patience with them, for more self-forgetting love, for wisdom to guide them. Thou who knowest them altogether, in every possibility of their lives, teach us to understand their need and their experience.

WE face with them the changing, troubled world of our time. Before them lie new problems, wide opportunities, great tasks. We ask thee, our Father, for wisdom and courage to use this present time in making them ready for high achievement and service to their fellowmen.

BLESS, we pray thee, the church school teachers who labor earnestly to help us, and thee.

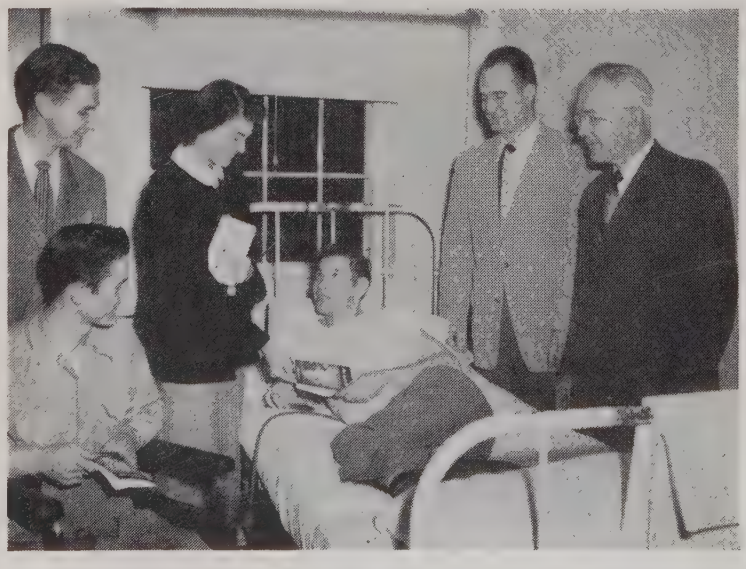
WE are depending for success not on our own skills and abilities, but on thy unfailing help so freely offered.

MAKE our home thy dwelling-place, our Father, that our children may here be made ready for the work, the discoveries, the problems, the joys and achievements thou hast in store for them.

O LOVING Father, cleanse us from selfishness, from weakness, from fear, that we may not fail these children thou hast given us.

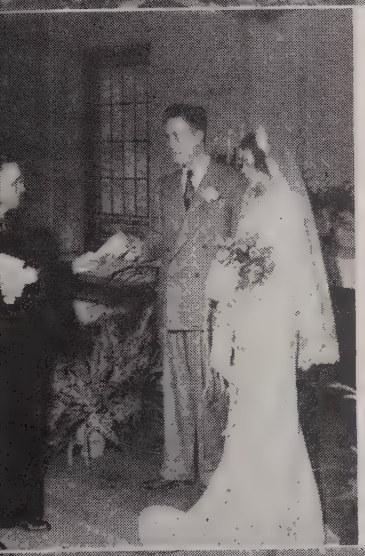
Amen.

**Edith Kent Battle, in *A Prayer for Parents,* expresses most beautifully some of the longing and deep desire of Christians as they bear the responsibilities of parenthood. Like *A Creed for Parents,* this prayer may be obtained for 50¢ per 100 through the Service Department of the Board of Education, P. O. Box 871, Nashville, Tenn. (Used by permission.)**

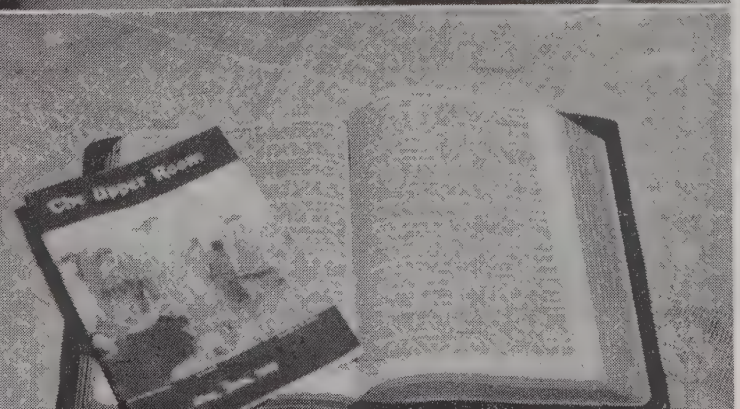


**The officers and sponsor of the Methodist Youth Fellowship of Memphis and Shelby County visited a ward of Kennedy Veterans Hospital in Memphis, and presented *The Upper Room* to patients.**

**Patient in chair, Hosea Gipson, Jonesboro, Arkansas; patient in bed, Richard C. Parker, Nashville, Tennessee; standing, left to right: Mr. Bob Wilson, president; Miss Virginia Blanton, vice-president; Dr. B. A. Moeller, Assistant Chief of Paraplegia Section of Hospital; and S. F. Beery, Protestant Chaplain. The Youth Fellowship provides 1,000 copies of each issue.**



Many family experiences give the alert pastor opportunities to emphasize the value and necessity of regular daily devotions. The building of a home, a wedding ceremony, the baptism of a baby—these and other milestones in family life provide opportunities for pastoral counselling and the establishing of a definite program of family worship. *The Upper Room* and the Bible "Belong Together."




# Beatitudes for Christian Married Couples

Blessed are the husband and wife who continue to be affectionate, considerate, and loving after the wedding bells have ceased ringing.

Blessed are the husband and wife who are as polite and courteous to one another as they are to their friends.

Blessed are they who have a sense of humor, for this attribute will be a handy shock absorber.

Blessed are the married couples who abstain from the use of alcoholic beverages.

Blessed are they who love their mates more than any other person in the world and who joyfully fulfill their marriage vow of a lifetime of fidelity and mutual helpfulness to one another.

Blessed are they who attain parenthood, for children are a heritage of the Lord.

Blessed are they who remember to thank God for their food before they partake of it, and who set apart some time each day for the reading of the Bible and for prayer.

Blessed are those mates who never speak loudly to one another and who make their home a place "where seldom is heard a discouraging word."

Blessed are the husband and wife who faithfully attend the worship services of the church and who work together in the church for the advancement of Christ's Kingdom.

Blessed are the husband and wife who can work out the problems of adjustments without interference from relatives.

Blessed is the couple who has a complete understanding about financial matters and who has worked out a perfect partnership with all money under the control of both.

Blessed are the husband and wife who humbly dedicate their lives and their home to Christ and who practice the teachings of Christ in the home by being unselfish, loyal and loving.

Copyright 1947, Gordon H. Schroeder, 433 S. Salina St., Syracuse, N. Y. Used by permission.

# Suggestions for Family Worship

"A Christian is a follower of Christ." Every Christian desires to become acquainted with the life and teachings of Jesus.

The OPEN BIBLE at the table is very desirable. From it your family will receive first-hand impressions of the life and teachings of Christ.

Family worship will help every member of your household. You may have the most sacred, helpful and happy experiences around the family table.

Parents should not do all the praying and reading of the scriptures. This is to be a family service. Teach the children to pray. Each child should learn a table prayer.

Members of the family may be called upon to participate. A family may say a prayer in unison at the breakfast table. Mary may give her prayer at lunch. Robert may read the scripture lesson and father or mother may pray an extemporaneous prayer or lead in the Lord's Prayer at the evening meal.

Begin now. Establish family worship at the table.

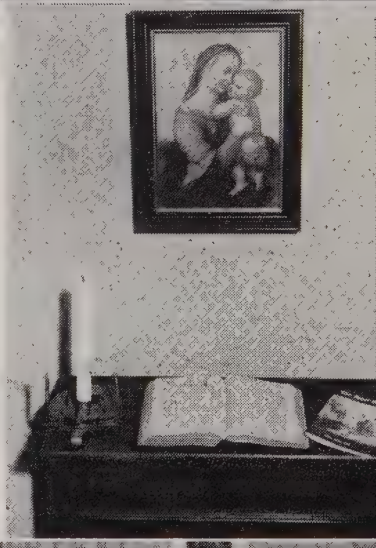
You will want to work out a practical program for your family. In most homes all the family is together for at least one meal. It is a most convenient time then to observe the helpful custom of family worship.

Most families will want to use a devotional guide. A devotional guide presents helpful Bible passages and suggested readings and presents a brief discussion of them as well as a suggested prayer and a thought for the day.

A number of such guides are available. Best known is *The Upper Room.* In addition to the hundreds of thousands of families that use it in the United States, there are people using it in most other parts of the world. Editions in Chinese, Spanish, Portuguese, and Armenian make it available in their native tongues to large groups of Christians in foreign lands.

People who use *The Upper Room* enjoy a feeling of Christian fellowship as they realize that each day they share with people over all the world the same Bible reading, the same helpful devotionals, and the same prayers.

**The Carlton Crandall family of Old Bridge, New Jersey, have family worship at the table. The picture above is by courtesy of the photographer, May Elizabeth Browning, and *The Christian Herald.* It was used in connection with the article "Meet the Crandalls" in *The Christian Herald* for May.**



**A worship center is an aid to family worship in many homes.**

**The experiences of youth in church and camp are invaluable.**

# At Home with God

This picture of family worship is from the sound filmstrip "At Home with God." This filmstrip is on a high professional level, the sound excellent, and the script most effective in portraying how helpful and inspiring family worship is. The sound is on four sides of regular 12-inch phonograph records that turn 78 r.p.m. This filmstrip was produced by a commercial house for the department of Parish Education of the American Lutheran Church. The Upper Room has made this production available through The Methodist Publishing House at a rental price of $2.50 and for outright purchase at $15.00.

# Literature Rack

The Gospel Message in print is an important part of the program of the Church. Effective distribution of literature is aided by literature racks which display the literature and act as silent salesmen. The Upper Room provides two literature racks, each complete with a lockable coin box, each designed as an item of church equipment, and each made either to stand upon a table or to hang on a wall. The larger rack, 28 inches by 32 inches, holds as many as 28 different items including two as large as this magazine. The smaller, 15 inches by 20 inches, is designed to hold six or eight different items the size of The Upper Room or smaller.

**Prices: $15.00 for larger rack; $5.00 for smaller rack.**

Maintain an Easter Attendance

throughout the entire autumn

**"See You in Church Sunday" posters, stickers, letterheads, and cards are printed with rich blue ink**

_____ **POSTERS** (14x11 inches) saying "See You in Church Sunday" — 5¢ each _____
Two-ply cardboard, for advertising in stores and other public places

_____ **Sets of the NEW POSTER SERIES** (11x8½ inches) — 25¢ per set; 5 sets for $1.00 _____
Five different posters to the set, each with a different message, and printed in different colors. Will attract attention. Sets not broken. See page 21.

_____ **LARGE STICKERS** (4¼x3⅛ inches) — 50¢ per 100 _____
Put a sticker in the window of every home and automobile

_____ **SMALL STICKERS** (same size as at top of this page) — 50¢ per 100 _____
For sticking on letters, letterheads, automobiles, etc.

_____ **LARGE MATS** (2 column—about 4x3 inches) — 15¢ each _____
For newspapers and other advertising

_____ **SMALL MATS** (1 column—same size as at top of page) — 15¢ each _____
Be sure and furnish newspaper articles on "See You in Church Sunday"

_____ **LETTERHEADS** (8½x11 inches) with "See You in Church Sunday" emblem — $1.00 per 100 _____
Excellent for sending out a letter on church attendance during Lent. Use your regular church envelopes for this mailing.

_____ **BUTTONS**—Celluloid "See You in Church Sunday" buttons — $3.00 per 100 _____
For pinning on coat lapels, shirts, dresses, etc. Will stimulate attendance, especially among children and youth. Order in lots of 50 or 100

_____ **RADIO TRANSCRIPTION RECORD**, 24 one-minute spot announcements — $5.00 _____
16-inch record, 33⅓ r.p.m., 12 "See You in Church" announcements on each side.

_____ **5 RADIO SCRIPTS**, designed for 15-minute "See You in Church" programs — $1.50 the set _____

_____ **"YOUR CHURCH IS CALLING YOU"** — 60¢ per 100 _____
A "See You in Church Sunday" invitation card suitable for mailing or carrying to homes. You will prefer the "Special Invitation" card or folder listed under World Wide Communion materials, if the invitation is for that Sunday.

_____ **INSTRUCTIONS FOR VISITORS** — 5¢ each _____
A booklet that every "See You in Church Sunday" loyalty attendance visitor should have in advance. It will be his inspiration and guide.

_____ **WORKER'S AGREEMENT CARD** for enlisting the workers. See page 19. — 50¢ per 100 _____
If the worker signs a duplicate card for himself, it will be helpful.

_____ **LOYALTY COVENANT CARD** — 50¢ per 100 _____
Card for the visitors to carry into the homes to register the decision of every member to attend church regularly. (Do not order this card if your campaign begins on World Communion Sunday. Order instead the one listed on the next page.)

_____ **LOYALTY ASSIGNMENT ENVELOPES** — 60¢ per 100 _____
For making assignments to the visitors and receiving their reports.

_____ **ATTENDANCE REGISTRATION CARDS** to check attendance and find prospects — 50¢ per 100 _____
Order one for every person who will attend on the Sundays you plan to register the attendance

_____ **MY CHURCH ATTENDANCE RECORD** for a person to check his own attendance — 50¢ per 100 _____
This card asks a person to check his own attendance, Sunday by Sunday, October through December.

## LEAFLETS

_____ **I GO TO CHURCH SUNDAY.** New leaflet by Dr. George W. Crane — $1.50 per 100 _____
This leaflet by the eminent newspaper columnist should be in every home

_____ **LET'S GO TO CHURCH**, four-page leaflet that pastors like — $1.00 per 100 _____

_____ **WHY I GO TO CHURCH**, reprint of a famous article from *Coronet* — $1.00 per 100 _____

_____ **WHEN YOU ATTEND**, a card on church attendance for mailing or handing out — 60¢ per 100 _____

First Sunday in October

Or Nearest Preaching Sunday

**World Wide Communion materials are attractively printed in rich purple or blue**

_____ **"SPECIAL INVITATION"** Cards to attend World Wide Communion — 60¢ per 100 _____
Suitable for mailing or carrying to every home. See page 20.

_____ **"SPECIAL INVITATION"** Folder to attend World Wide Communion — $1.00 per 100 _____
Four-page folder with same message as above card, and additional features, including picture on page 10.

_____ **WORLD WIDE COMMUNION BULLETINS** — $1.00 per 100 _____
Dignified and helpful. Churches may print their local calendar on the inside pages

_____ **WORLD WIDE COMMUNION COVENANT CARDS** — 50¢ per 100 _____
Use one for every member. See miniature reproduction on page 12

_____ **ATTENDANCE REGISTRATION CARDS** (See picture on page 19) — 50¢ per 100 _____
Order one for every person who will attend on World Communion and other Sundays

_____ **WORLD WIDE COMMUNION LETTERHEADS** (8½x11) — $1.00 per 100 _____
To give emphasis to the pastor's World Wide Communion letter to his members

_____ **"DRAW NEAR WITH FAITH,"** by Bishop W. Earl Ledden — $1.00 per 100 _____
New World Wide Communion leaflet for mailing or carrying to every home before World Communion Sunday, with Special Invitation and Covenant Cards

## Other Communion Leaflets

_____ **"THIS DO IN REMEMBRANCE OF ME,"** by John L. Ferguson — 75¢ per 100 _____
Written for laymen. Simple, informing, and inspiring.

_____ **THE SACRAMENT OF THE LORD'S SUPPER IN THE METHODIST CHURCH,** by Hubert C. Smith
Designed to lead the worshiper into greater appreciation of the ritual service — 75¢ per 100 _____

_____ **THE MEANING OF THE COMMUNION,** by E. Stanley Jones — 75¢ per 100 _____
As good today as when pastors ordered several hundred thousand

_____ **WHY I COME TO THE COMMUNION TABLE** (card) — 60¢ per hundred _____
A card with a great message. Excellent to distribute at Communion service.

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**TIDINGS, 1908 Grand Ave., Nashville 4, Tenn.**

Please fill my order as checked.
( ) Payment enclosed
( ) Charge to treasurer
( ) Charge to my account

Rev., Mr., Mrs., Miss _____ NAME

_____ ADDRESS

_____ Church Treasurer

_____ Address

Date _____ Order placed by _____

*Money spent by a church for evangelistic literature is money wisely spent*

## Some Contributors to *The Upper Room Pulpit*

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**Tribble, Harold W.**, Pres., Andover-Newton Seminary
**Wicke, Bishop Lloyd C.**, Pittsburgh Area

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The September issue will include sermons by: Andrew W. Blackwood, Charles W. Gilkey, Halford E. Luccock, Samuel W. Marble, John J. Rives, and Ralph W. Sockman.

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THE UPPER ROOM PULPIT

**1908 Grand Avenue** **Nashville 4, Tenn.**

# *It Works for Them*

**(HOW ABOUT YOU?)**

We found that by making a special effort to reach every home by visitation and leaving a copy of *The Upper Room*, many more homes are having family worship.

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We order enough copies to place a copy of *The Upper Room* in each home in our parish. We sent out a letter the first time explaining the plan. It has been self-supporting, and best of all, greatly appreciated. The church has voted to continue the plan for another year.

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We are now happy users of The Parish Cultivation Plan. Please increase our order to 105 copies, and 105 envelopes.

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We think that the Parish Cultivation Plan of *The Upper Room* is truly great. In addition to the appreciation of our own members, we have had many requests from members of other denominations.

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Through the Cultivation Plan we find more and more people using the finest devotional helper there is. We are finding *The Upper Room* indispensable in our church and community.

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As you know we use the Parish Cultivation Plan which means that *The Upper Room* is mailed to every family of the church and we are now placing 75 copies in the Dixie Hospital. There has been a wonderful response to this ministry.

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*You can minister effectively in every home every day. The Parish Cultivation Plan is a successful method used in churches of all sizes, of many denominations. Write for details.*

## *The Parish Cultivation Plan*

**THE UPPER ROOM**

1908 Grand Avenue Nashville 4, Tenn.

# Plan Now

## For large attendance during the fall months

Let
World Wide
Communion
Sunday
Oct. 2

Begin
the Greatest
October
Your Church
Has Had

# Start a "See You in Church Sunday" Crusade

*on that date that will*

1. Reclaim inactive members;
2. Bring prospective members to your church; and
3. Revitalize the spiritual life of your whole church and community

- See articles in this magazine
- See the enclosed descriptive folders
- See follow-up articles in October *Shepherds* which will reach you by September 10

• BUT ORDER MATERIALS NOW •

TIDINGS, 1908 Grand Ave., Nashville 4, Tenn.

Have your church subscribe to *Shepherds* for every member of your church Committee on Membership and Evangelism. Begin with this issue. You will find the October issue extra helpful. It will mean the winning of more persons to Christ.